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A STUDY ON GOVERNMENT LOTTERY BUYING BEHAVIOR : THE CASES OF THAI CONSUMERS IN BANGKOK AND KOREAN CONSUMERS IN SEOUL USING ONLINE QUESTIONNAIRE

Miss Korakoj Tongboriboon

จุฬาลงกรณ์มหาวิทยาลัย
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A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Arts in Korean Studies
Inter-Department of Korean Studies
GRADUATE SCHOOL
Chulalongkorn University
Academic Year 2022
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การศึกษาพฤติกรรมการซื้อสลากกินแบ่งรัฐบาล : กรณีศึกษาผู้บริโภคชาวไทยในกรุงเทพฯ และผู้บริโภคชาวเกาหลีในโซล โดยการเก็บข้อมูลแบบออนไลน์

น.ส.กรกฎ ทองบริบูรณ์

จุฬาลงกรณ์มหาวิทยาลัย
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วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
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By	Miss Korakoj Tongboriboon
Field of Study	Korean Studies
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การศึกษาเรื่อง พฤติกรรมการซื้อสลากกินแบ่งรัฐบาล : กรณีศึกษาผู้บริโภคชาวไทยในกรุงเทพฯ และผู้บริโภคชาวเกาหลีในโซล โดยการเก็บข้อมูลแบบออนไลน์ มีวัตถุประสงค์เพื่อศึกษาพฤติกรรมการซื้อสลากกินแบ่งรัฐบาลของคนไทยที่อาศัยอยู่ในกรุงเทพและคนเกาหลีที่อาศัยอยู่ในโซล และเพื่อหาความสัมพันธ์ระหว่างพฤติกรรมการซื้อสลากกินแบ่งรัฐบาลของคนไทยที่อาศัยอยู่ในกรุงเทพและคนเกาหลีที่อาศัยอยู่ในโซล งานวิจัยชิ้นนี้เป็นงานวิจัยเชิงปริมาณ เก็บรวบรวมข้อมูลโดยใช้แบบสอบถามเป็นเครื่องมือในการวิจัย โดยเก็บรวบรวมกลุ่มตัวอย่าง จำนวน 864 คน แบ่งออกเป็นผู้บริโภคชาวไทยที่อาศัยอยู่ในกรุงเทพ จำนวน 445 คน และผู้บริโภคชาวเกาหลีที่อาศัยอยู่ในโซลจำนวน 419 คน โดยทำการวิเคราะห์ด้วยสถิติพรรณา ค่าร้อยละ ค่าเฉลี่ย ค่าส่วนเบี่ยงเบนมาตรฐาน ค่าไคสแควร์(Chi-square) และ การวิเคราะห์ถดถอยโลจิสจิก (Logistic Regression) ผลการศึกษาพบว่าความแตกต่างระหว่างพฤติกรรมการซื้อสลากของผู้บริโภคชาวไทยและผู้บริโภคชาวเกาหลี นั้นแตกต่างอย่างมีนัยสำคัญทางสถิติที่ระดับ .05 โดยปัจจัยที่มีผลต่อการตัดสินใจซื้อสลากกินแบ่งรัฐบาลสำหรับผู้บริโภคทั้งชาวไทยและเกาหลี คือ ความต้องการเงินรางวัล ความชอบในการเล่นการพนัน และความเชื่อโชคลางเป็นปัจจัยที่ส่งผลต่อการตัดสินใจซื้อสลากกินแบ่งรัฐบาล

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Korakoj Tongboriboon : A STUDY ON GOVERNMENT LOTTERY BUYING BEHAVIOR : THE CASES OF THAI CONSUMERS IN BANGKOK AND KOREAN CONSUMERS IN SEOUL USING ONLINE QUESTIONNAIRE. Advisor: Asst. Prof. PATAPORN SUKONTAMARN, Ph.D.

The research investigates the important factors influencing the government's lottery buying behavior. The objectives of this research are to study the behavior of the lottery consumers between Thai and Korean consumers. The number of participants of Thai and Korean consumers should be separated. Among the total of 864 consumers, 445 consumers are Thai and the other 419 are Korean. This research employs a quantitative research design, and the data is collected by a questionnaire as a research tool. The data is statistically analyzed by percentage, means, standard deviation, Chi-square and Logistic Regression.The results show that the differences between Thai and Korean lottery buying behaviors are statistically significant at the .05 level. The findings are that the factors affecting the decision to buy the government lottery for both Thai and Korean consumers are the need for prize money, the favor of gambling, and superstition are the factors that affect the decision to buy the government lottery.

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CHAPTER I

INTRODUCTION

1.1 Background and problem statement

Lottery is one kind of gambling that involves drawing random numbers to win prizes. Nowadays, lotteries operate in several countries around the world (Leví and Humphreys Brad R 2012). There are many countries that have agreed to legalise the lottery, and some consider it illegal. At present, the International Lottery Organization has formed a World Lottery Association (WLA) with 124 members from 77 countries around the world. and Thailand is also a member (Ratchaneeboon, 2021), lotteries include many different formats and may be known by different names. There are three main types of lottery: The conventional lottery (passive), where players will not be able to select the desired number and have to buy a lot of numbers to have a chance to win, or LOTTO (Active), where players have the opportunity to purchase tickets of any number or any amount, depending on the wish that they want to buy, but the probability of winning the prize will be more or less depending on how many numbers are played; and instant lotteries or scratch cards, where the player scratches a latex-based play surface to determine if the ticket is a winner or a winner or a winner or loser instantly (The Government Lottery Office 2019)

Buying lottery tickets has always been identified with Thai society, and it continues to be so today. This reflects the fact that Thais rely on luck to get money and property. Therefore, the government lottery is like an opportunity and shortcut that will lead to a better life(Phue Thai Party 2015)

The government lottery has been a part of Thai culture for a long time, both historically and currently. It is comparable to the way individuals live in a society. Those in Thai society pay attention to it and it has an impact on the way people who enjoy gambling live their lives. Nowadays, the country is very competitive on all levels: economically, socially, politically, and technologically in the globalization era. On the other hand, the government lottery is an option that provides individuals in society with the chance of becoming wealthy through this channel. Especially the group of trade professionals who like to buy government lottery tickets for various reasons, such as being easy to buy. Buying the government lottery is a hope for low-income earners who want to change their position by gambling in hopes of becoming rich. Buying government lottery tickets has been widely popular. As observed from the current economic downturn, in contrast the government lottery sales are massive (Chaiwat Wongsena n.d.)

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According to a 2017 survey, the number of Thai lottery buyers increased by 2.36 million from 2015. Almost one-fifth of them were 434,000 new gamblers. In the past, new gamblers may never have bought a lottery before, but they may hear

stories about lucky numbers, know who won the big prize, or be persuaded to buy by small merchants (Center for Gambling Studies 2018).

Overall, the number of Thai lottery buyers has grown steadily to 4.5%. In 2019, there are 22.75 million lottery buyers. The 50-59 year old group make up the largest group of lottery purchases (25%). Most lottery buyers spend 201-500 baht buying the lottery per time.

As a result of the growth in the number of lottery buyers, the government lottery market has doubled in size over from year 2015 to year 2017. The Gambling Education Center estimated the income from the government lottery market. They discovered that the income in 2015 was 77,143 million baht, and that the income increased to 140,549 million baht in 2017.The Government Lottery has become Thailand's number one gambling market (Center for Gambling Studies 2018).

The report of gambling in Thai society in 2017 by the Gambling Study Center Disclosure of survey results from the collection of general ID cards aged 15 or over in 25 provinces nationwide, the lottery is the type of gambling that Thai people have experienced, played the highest 79% (Social Development Research Center 2017). Many Thais purchase lottery tickets in the hopes of winning. Koreans, too, enjoy purchasing lottery tickets in the hopes of winning large sums of money.

In South Korea, lottery ticket sales reached an 11-year high in 2015, primarily due to an increase in the number of sales outlets. According to the lottery commission of the finance ministry, Lotto sales increased 6.8 percent to 3.26 trillion

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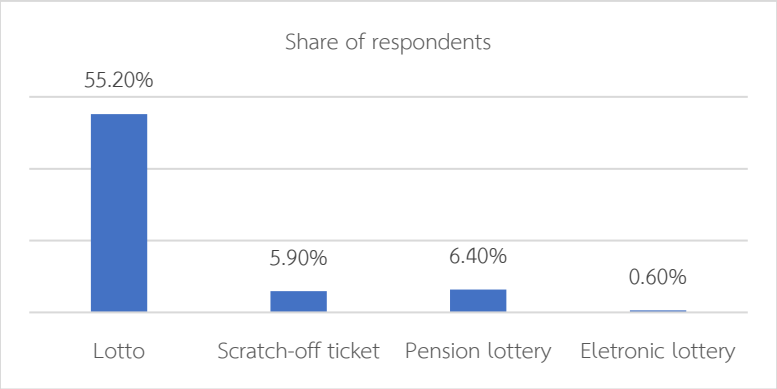
won ($2.71 billion) from 2014 (The Korea Times 2016) In South Korea society, teenagers aged from 18 to 26, as the age of transitioning to adulthood, are at a special stage of developmental life; usually influenced by greater independence, less social influence, introduction and achievement of the duties and tasks of adults. In spite of the improved availability and accessibility of gambling venues to this age group, problem gambling remains (Mi, Seunghye et al. 2019)

Lotto was the most popular type of lottery in South Korea, according to a poll on lottery attitudes in South Korea released by Statista (2020) in October 2018, with 55.2 percent of those surveyed participating.

Figure 1 Share of respondents who purchased lottery in South Korea.



Source: Statista, 2020.

And according to the Ministry of Economy and Finance, Lotto 6/45 sales in 2019 were estimated to be 4.32 trillion won, up 8.8% over 2018. Lottery sales increase overall during economic downturns, according to ministry data. Increased sales outlets and online services contributed to the growth as well. According to a government study, 62.4 percent of people have played the lottery at least once(Lee

Ha-yeon 2020). The study claims that each Korean spent 134,000 won on lottery tickets, demonstrating the game's popularity. The lottery is not only a successful economic operation in South Korea, but also a healthy hobby for its citizens. For example, a South Korean woman started buying lottery tickets to boost her spirits after she was forced to close her souvenir shop due to the coronavirus pandemic. She started buying the 1,000 won (85 cents) tickets to help lift her spirits as sales plummeted amid the crisis. (Dong Hang Lottery 2019)

In fact, there are several factors that make the lottery players decide to buy lottery tickets for each draw in this thesis study. Therefore, in this research, the focus is on factors affecting the behavior of Thai and South Korean consumers in the government lottery purchase decision-making process and the role of each factor on the purchasing behavior of the government lottery of Thai and South Korean consumers. This study provide the foundation for understanding consumer behavior and the factors affecting consumption demand and the result will be useful for understanding the behavior of Thai and South Korean consumers who believe in making decisions about purchasing lottery.

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1.2 Research Objectives

The research aims

1. To study the factors affecting Thai and South Korean consumers' behavior and decision-making processes when buying government lottery.

2. To Compare the behavior of the lottery buyers between Thai and Korean consumers.

1.3 Hypothesis

1. Differences in personal factors (gender, age, status, educational level, average monthly income) affect the purchasing decisions to buy the government lottery of Thai and Korean consumers.
2. The buying behavior of Thais and Koreans is different.

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1.4 Research Question

1. What are the factors that lead Thai people to buy lottery tickets? What about the case of Korean people?
2. How do these factors affect the demand for the government lottery and the behaviors of Thai and South Korean people?

1.5 Scope of Research

This research focuses on the factors affecting Thai and South Korean consumers' behavior in purchasing lottery tickets, controlled by the government, that affect the decisive choice of consumers. The data collection was conducted by a sample group of buyers who have experience of purchasing lottery tickets, and a sample group of never-buyers. This study was conducted through questionnaire design, data collection and data analysis. Within the review, evaluation, and interpretation, the researchers is able to identify the factors that influence the purchase of lottery tickets and understand the consumer’s behavior towards these factors.

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CHAPTER II
LITERATURE REVIEW

In this research on Factors Affecting Thai and South Korean Consumers' Behavior and Decision-Making Process in Buying the Government Lottery, the researchers studied concepts, theories, and related research as references for the study as follows:

2.1 Lottery gambling theories

2.1.1 Theory of judgment under uncertainty

2.1.2 Cognitive theory of gambling

2.1.3 Theory of demand for gambles

2.2 Lottery in Thailand

2.3 Lottery in South Korea

2.4 Gambling behavior during the COVID-19 pandemic

2.5 Studies Related to lottery

2.6 Research Framework

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Factors that Influence Decision Making

Recder (Urai Mannman 1996) constructed a social theory on the decision-making of human behavior. He considered generally the psychosocial patterns of decision-making that sociologists tend to look at in terms of Socioeconomic Status,

which is regarded as an external element that might affect decision-making, thus explaining the reason for any human action that arises from the following factors:

1. Goals (Goas): Intent to achieve that, the actor must have set goals in advance and make every effort to achieve them.

2. Believe (Beliet): Arises from the knowledge of the subject that influences decision-making and social action choices.

3. Values (Yalue Standard): Are what people use to make decisions and guide their own behavior. Values are a form of persistent belief that asserts that some behaviors are preferable to others and should be followed.

4. Habits and Customs (Habits and Custons): Behavior patterns that have been established by society and handed down via tradition.

5. Expectation (Expectation): When someone has an attitude toward how someone linked to them behaves and expects or wants that person to do what that person wants.

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6. Commitment (Commiment): When someone commits, it means that they feel compelled to act in a given way. Social decisions and behaviors are influenced by commitments.

7. Force (Force): is a tool that helps people make decisions faster.

8. Opportunity (Opportunity): The actor's concept that is the circumstance they think will arise and permits the choice of a course of action.

9. Ability (Abiliry): The person who acts is aware of the skills he has that will help him succeed. Realizing this ability triggers social activity and decision-making.

10. Support (Suppor): is what the person doing something expects to get from others.

According to Natphon Piyasuwandej (Piyasuwandej 2010), there are three factors that influence people's decisions to purchase government lottery tickets in the location of the Government Lottery Office: (1) Purchasing incentives, it was discovered that individuals choose to purchase government lottery tickets on special occasions, the number they want, assisting the underprivileged seller, the prophecy, and a desire to try their luck, (2) The anticipation factor: People want to win large, get wealthy quickly, and raise their family's standard of living. (3) Family economy: It was discovered that people purchase government lottery tickets in order to elevate their family's standing, consume less cash, and get rich rapidly. Therefore, this study is consistent with Ratchaya Natthawaranon (Natthawaranon 2012) findings on the factors influencing people's decisions to purchase government lottery tickets in Nong Yai District, Chonburi Province. It was discovered that factors like buying lottery tickets on special occasions, supporting underprivileged vendors, the products being easily accessible for purchase, the desired number, the prediction, the expectation of a big win, the likeliness of gambling, the desire to become wealthy quickly, and the hope that it would improve the family economy all have an impact

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on people's decisions to play the government lottery. Additionally, it was shown that individual characteristics such as gender, age, position, level of education, and monthly income had little impact on people's decisions to acquire government lottery tickets.

2.1 Lottery gambling theories

This sub-chapter will cover the existing theories about lottery gambling. The theories of gambling can be divided in the following categories:

1. Theory of judgment under uncertainty (Tversky and Kahneman 1974)
2. Cognitive theory of gambling (Rogers 1998)
3. Theory of demand for gambles (Nyman 2004)

2.1.1 Theory of judgment under uncertainty

Tversky and Kahneman (1974, 1981, cited in (Ariyabuddhiphongs V 2011) explain lottery participation in terms of the gambler's perception of patterns of numbers and probabilities of winning. Under this theory, lottery gamblers use different heuristics such as representativeness, availability, anchoring, and adjustment to select their lottery numbers. These heuristics and some examples are briefly reviewed below.

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Table 1 Overview and explanations of the most important heuristics

Heuristic	Field of application	Illustration/Example
Availability	Memory-based judgments of frequency or probability	Overestimate of risk that are easily available in memory
Representativeness	Judgments of likelihood of instances belonging to a category	Birth order son-daughter-son-daughter more representative of random outcome than son-son-son-son
Anchoring and adjustment	Quantitative estimates on a unidimensional scale	Cost calculations biased towards starting value

Source: Fiedler and Sydow, 2015.

Accessibility Heuristics are thinking shortcuts that happened in their subconscious mind. They are founded on the idea that "what you think about at that moment is essential" when confronted with an event. You'll utilize that knowledge to assess, decide, and ask questions. People tend to make decisions based on frequency, familiarity, and habit. We value the recentness of knowledge and reject new information. You might hear about a second sun, or three at once. But you'll deny it's fake news. You've never seen this before. But it is the Sun Dog that is a natural phenomenon. So people will buy lottery tickets because it is easier to imagine winning than to imagine the odds of winning (e.g., one in 14 million in the case of lotto; Tversky and Kahneman, 1974; cited in (Ariyabuddhiphongs V 2011).

Representativeness heuristic The representativeness heuristic refers to a tendency to judge the probability of an event based on the extent to which the

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event is similar to a parent population; the more similar the event is to the population, the higher the perceived probability that it comes from that population. This heuristic has been used to explain a number of biases, such as the tendency to neglect base rate information (Kahneman and Tversky 1972)

One manifestation of the representativeness heuristic in lottery play is a player's selection of numbers. In most lotteries, players select numbers on which they will wager. Winning occurs when the numbers selected by the player match (at least a portion of) the numbers selected by the lottery operator.

Although any number is as good as any other number-lotteries are, after all, random-there may be a systematic bias in the numbers chosen for play.

According to the representativeness heuristic, there should be a tendency for people to choose numbers that "appear" to be random. Numbers that appear random will be those that appear irregular and locally representative. Because numbers with repeating digits appear to violate this belief about randomness, lottery players should tend to avoid choosing them. Instead, players should show a preference for numbers without repeating digits (Holtgraves and Skeel 1992)

Anchoring and adjustment heuristic People sometimes make a judgment by starting with an initial estimate (based on salient features of the task, past experience, etc.), and then adjust the initial estimate to arrive at a final judgment. This heuristic can result in a biased judgment because too much weight may be

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placed on the initial anchor, and the subsequent adjustment is insufficient (Tversky and Kahneman 1974)

2.1.2 Cognitive theory of gambling

The gambling cognitive theory emphasizes gamblers' irrational beliefs at varying stages of their actions (Griffiths and Wood 2001); (Rogers 1998). The main irrational beliefs are gamblers' fallacy, entrapment, belief in hot and cold numbers, unrealistic optimism, perceived luckiness, superstitious thinking, illusion of control, near miss, and roll over effect. The following paragraphs will provide a brief review of these beliefs and some examples.

The gambler's fallacy Gamblers have a strong belief that previous experiences will not duplicate themselves. As a reason, gamblers always have the belief that the lottery numbers will not be drawn again.

Entrapment is that the gambler will increase their time and money investment in order to make a profit from their losses, believing that if they stop gambling, they will lose the possibility of receiving a refund.

A belief in hot and cold numbers Hot numbers is the belief that these numbers will be issued regularly and will be issued in the upcoming installments. Cold numbers is believed that this number has been issued in the past and will not be drawn again.

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Unrealistic optimism It's a high expectancy of something happening or not happening. This is due to the fact that most people are unaware of the possibility of an event occurring.

Perceived luckiness in the case of unforeseen events, most people tend to believe that they are due to good luck or bad luck. Therefore, winning the lottery is viewed as It's a mix of two events: where one of the numbers comes out is a matter of opportunity. And winning is a matter of luck. Therefore, gamblers will gamble on a regular basis with the belief that the buyer's number is a lucky number.

Superstitious thinking This is the common belief the two events are related. In spite of the two incidents that have nothing to do with each other, such as tapping the wood and buying a lottery ticket from either panel or from one of the sellers.

Illusion of control It is the belief of lottery gamblers who think that they have a part to play in controlling winning the lottery. And they will buy the number that they want to issue, and gamblers often think the number they choose has a higher chance of winning.

Near misses It is an event that occurs when a lottery gambler buys a number that is close to the drawn number or the number that matches the number but does not match the drawn number. This event leads the gambler to believe that their luck is getting closer and closer.

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The rollover effects the addition of the prize money from one draw that has no winners is rolled over to the next prize. Therefore, it is possible that rollovers lead gamblers to buy more lotteries. For two reasons: the winning amount is increasing, and the gambler's mistaken notion that the absence of lottery winners in previous draws increases the chances of winning the lottery in this draw.

2.1.3 Theory of demand for gambles

The demand for gambling (Nyman 2004) is focused on the fact that the draw of gambling isn't just the possibility of earning more profit; it's also the possibility of getting "something for free." This personality motivation translates directly into economic theory. It suggests that the labor market is the environment of gambling, and that for many people, gambling is basically a source of achieving more cash without having to work for it. As a result, the expected benefit from gambling is not only the possibility of earning more money, but the possibility of earning more money without having to work.

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2.2 Lottery in Thailand

The Government Lottery (Lottery) of the Government Lottery Office is one of Thailand's most popular and legal types of gambling. During King Chulalongkorn's reign, Thailand's first official lottery was launched with an Englishman dubbed "Kru Alabaster" leading the European-style lottery. It was originally published and was

dubbed the "lottery" until recently. Every month on the 1st and 16th, the Government Lottery Office holds a government lottery with a total of 24 draws. In one year, the total number of lottery tickets was 72 million, divided into 50 million government lottery tickets and 22 million Thai Red Cross Society special lottery tickets (The Government Lottery Office 2019)

2.2.1 Types of Lottery Games

In Thailand, the only legal form of gambling is the government lottery, which is controlled by the government. Briefly defined, the player will be unable to select the desired number on his or her own. You'll need to purchase in quantity to maximize your chances of saving money. However, because the numbers are limited to the number of tickets printed, it is quite popular to play in Thailand, Japan, Spain, and Germany according to the format of this sort of lottery's draw schedule. Each country's release date varies. Each lottery draw might take up to six months in some countries.

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2.2.2 Prize money

The government lottery costs 80 baht per ticket, and rewards are picked on the 1st and 16th of every month. Players can win minor amounts ranging from thousands or even millions of baht. The prize money will be distributed in the following manner:

Table 2 Thai Lottery Prize money

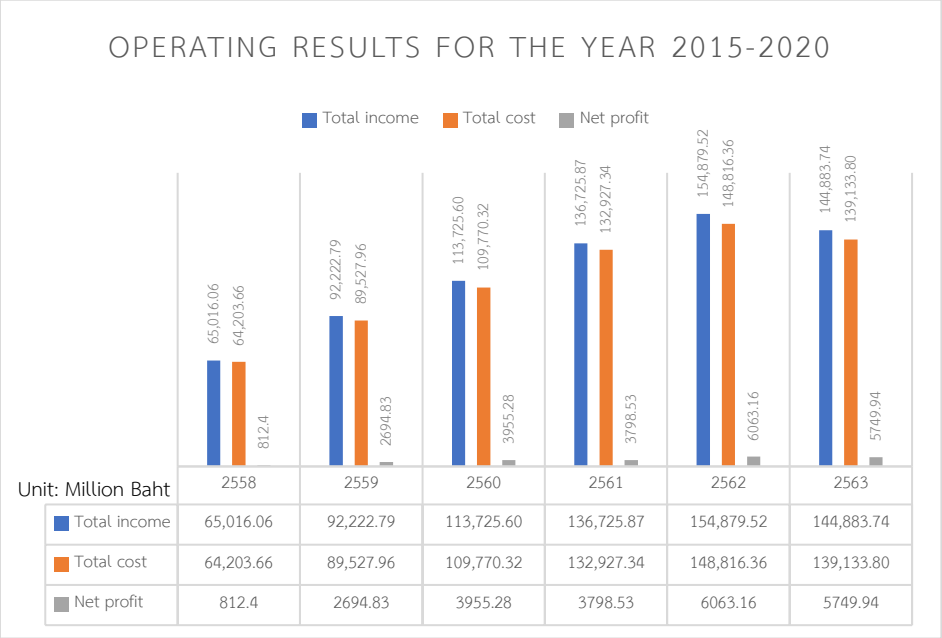
Lottery tickets in each unit: 80 Baht per ticket			
No.	**Award**	**Quantity**	**Value (THB)**
1	1st prize	1	6,000,000
2	2nd prize	5	200,000
3	3rd prize	10	80,000
4	4th prize	50	40,000
5	5th prize	100	20,000
6	Extra prize that is related and the numbers are closest to 1st prize	2	100,000
7	In first three digits: Draw 2 times	2000	4,000
8	In last three digits: Draw 2 times	2000	4,000
9	In two digits: Draw 1 times	10,000	2,000
1 unit of the lottery offers 14,168 prizes, which totals 48,000,000 Baht. a) The prize will be paid to the lottery holder only. b) If the lottery is not sold out, the prize must be reduced proportionally. c) In order to claim the prize, the holder must claim it within 2 years starting from the draw date.			

Source: The Government Lottery Office (2019)

The most important requirement is that the lottery must be won within two years following the winning draw. Furthermore, the prize money can be redeemed at three bank branches: Krung Thai Bank, Government Savings Bank, and Bank for Agriculture and Agricultural Cooperatives (BAAC), all of which have various terms and conditions.

2.2.3 Annual Lottery Sales

Figure 2 Operating results for the year 2015-2020



Source: The Government Lottery Office annual report (2020)

Note: Total revenue consists of revenue from the sale of government lottery tickets. Proceeds from issuing charity lottery tickets. Income from printing jobs and other income.

The total cost It comprises the cost of sales and services. Selling expenses and administrative expenses.

The overall revenue of the Government Lottery Office for the year 2020 is 144,883.74 million baht, a decrease of 9,995.79 million baht from the previous year (154,879.53 million baht). The main reason for the decrease in lottery ticket sales in the year 2020 compared to the year 2019 was a decrease in lottery sales of 143 million copies. Because of the Coronavirus 2019 (Covid 19) crisis, the Government

Lottery Office delayed the sale of lottery tickets for three draws. As a result, the revenue from lottery sales decreased. Therefore, the cost of sales, service fees and operating costs are reduced. Therefore, it corresponds to the volume of such lottery sales.

2.2.4 Lottery Fund & Public Awareness

The Government Lottery Office was established to collect revenue from the sale of government lottery tickets, to support government programs aimed at developing the country, such as public utilities, and to contribute to the improvement of society and the environment.

As a result, the Government Lottery Office always keeps in mind that the money obtained from the sale of the government lottery is the money of the lottery consumers.

Therefore, the project was carried out by donations and financial support for the benefit of the general public, specifically 1. Education and sports 2. Public health 3. Religion 4. Social work 5. Arts culture and the environment

From supporting various operations, the objective outcomes of the funded projects are as follows:

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Table 3 Fund Projects

Fund Projects	The total number of approved projects	The number of projects that have products (Output)	The number of projects that have resulted (Outcome)	The number of projects in progress (Outcome)	Cancel the project
Public health	14	14	-	14	-
Education	41	41	6	35	-
Sports	9	9	2	7	-
Social work	66	64	21	44	2
Arts culture, the environment and Religion	12	12	-	12	-
Total	142	140	28	112	2

Source: Center for gambling studies report 2020 (2020)

According to the Lottery Office's satisfaction study on social assistance, the overall satisfaction with social support from lottery buyers, dealers, and partners in 2020 was found to be very high. A study of buyers and suppliers was conducted in 2019. Buyers had an average overall satisfaction score of 3.68 (high), while suppliers had an average satisfaction score of 3.18. (moderate). Overall supplier satisfaction in 2020 was greater than in 2019. The table below shows the results:

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Table 4 Satisfaction with social assistance from the Government Lottery Office

Satisfaction with social assistance from the Government Lottery Office	Buyer (customer)		Dealer (Partner)		Collaboration partner	
	2562	2563	2562	2563	2562	2563
There are more sales, expanding opportunities by continually giving scholarships.	3.69	3.64	3.08	3.84	-	3.70
There are activities to help society, such as food and donations.	3.73	3.65	3.19	3.81	-	3.73
Have the opportunity to care for and help people with disabilities to have a career and well-being.	3.74	3.67	3.22	3.83	-	3.74
Donations and contributions for the public benefit have been given to other agencies.	3.70	3.6	3.16	3.75	-	3.71
Overall Average	3.68	3.64	3.18	3.81	-	3.72
Satisfaction Summary	great	great	middle	great	-	great

Source: The Government Lottery Office annual report (2020)

Note: Year 2019 did not survey the satisfaction of social assistance of the Lottery Office. from cooperation partners

Satisfaction level

4.21 - 5.00 Strongly agree 3.41 - 4.20 Agree

2.61 - 3.40 Neutral/Uncertain 1.81 - 2.60 Disagree

1.00 - 1.80 Strongly disagree

And from the results of the Social and Environmental Responsibility Survey in 2020, it was found that the social and environmental responsibility of the Lottery Office of lottery buyers, lottery dealers, and cooperation partners are at a high level. The overall perceived mean scores were 3.69, 3.88 and 3.77, respectively.

Table 5 Awareness of Social and Environmental Responsibility

Awareness of Social and Environmental Responsibility	Buyer (Customer)	Dealer (Partner)	Collaboration partner
The use of part of the proceeds from the sale is used in activities to help in various fields such as education, sports, society, public health, arts and culture, environment, religion.	3.70	3.86	3.75
The Government Lottery Office opens up opportunities to create careers for people.	3.63	3.86	3.69
Bringing a portion of the proceeds from the sale of government lottery tickets to donate and support the public benefit to various agencies.	3.71	3.82	3.82
The income from the Government Lottery Office plays an important role in the development of the country.	3.72	3.97	3.83
Overall Average	3.69	3.88	3.77
Summary of social and environmental responsibility awareness	great	great	great

Source: The Government Lottery Office annual report (2020)

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Satisfaction level

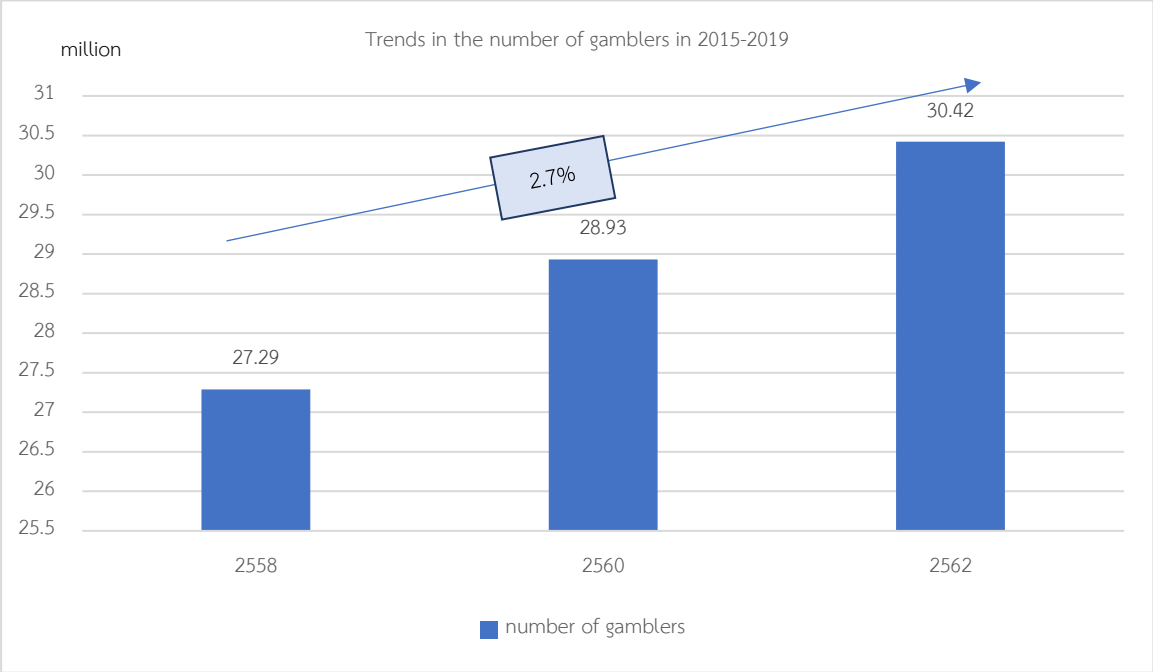
4.21 - 5.00 Strongly agree 3.41 - 4.20 Agree

2.61 - 3.40 Neutral/Uncertain 1.81 - 2.60 Disagree

1.00 - 1.80 Strongly disagree

Overall, the number of gamblers is likely to increase by an average of 2.7%, from 27.39 million in 2015 to 30.42 million in 2019 for the gambling category. The government lottery has the largest percentage of gamblers at 42.1%.

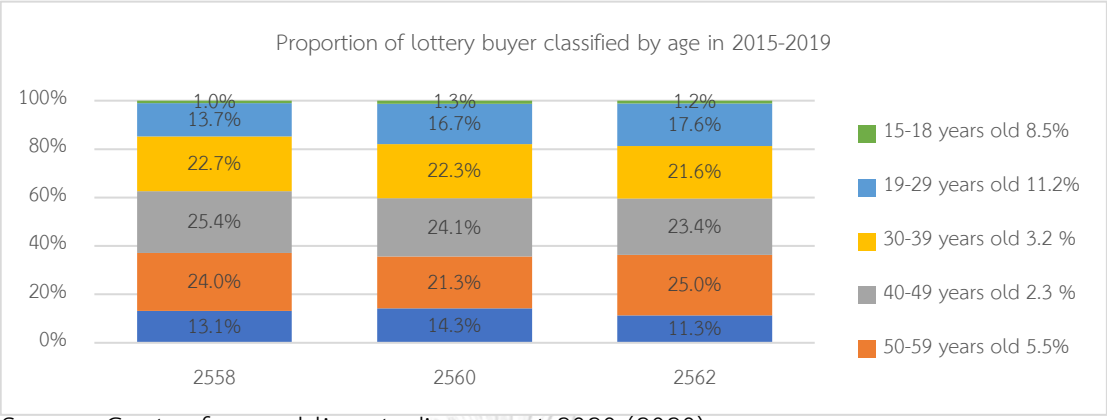
Figure 3 Trends in the number of gamblers in 2015–2019



Source: Center for gambling studies report 2020 (2020)

Overall, the number of lottery buyers is still growing steadily, accounting for 4.5%. In 2019, there were 22.75 million lottery buyers. The 50–59year group had the largest share of lottery buyers (25.0%), with 60.2% of the population in the age range reporting that they bought lotteries.

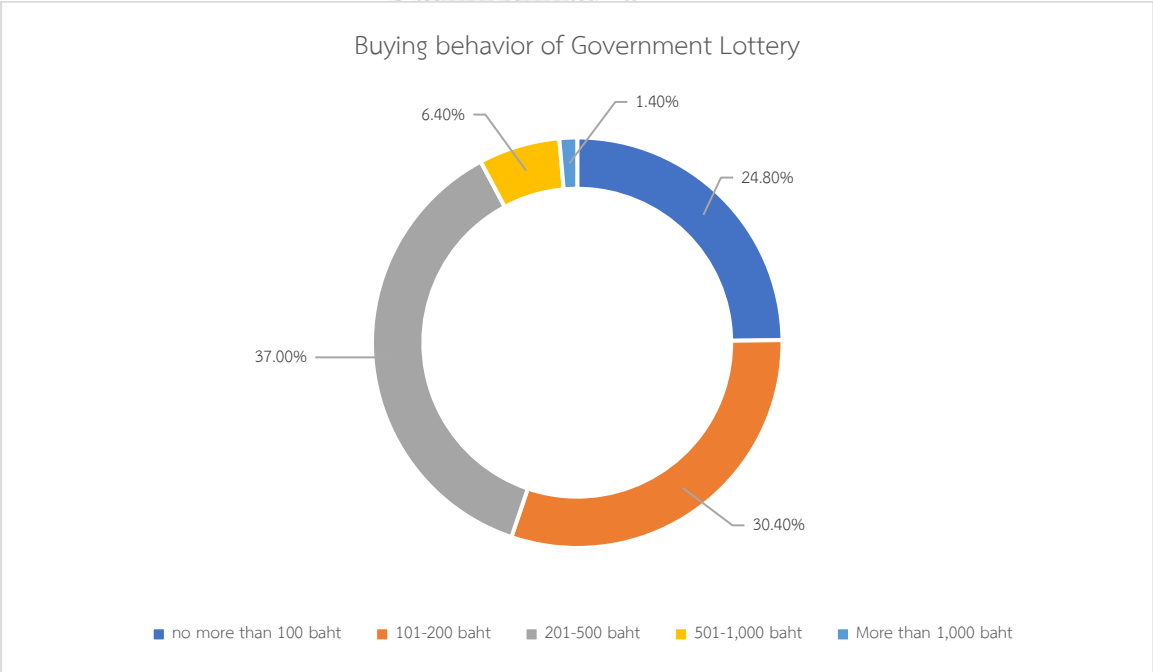
Figure 4 The proportion of people who buy lottery tickets is classified by age.



Source: Center for gambling studies report 2020 (2020)

In 2019, lottery buyers spend an average of 314 baht per period, with the most buying behavior per period at 201-500 baht, representing 37.0%, followed by 101-200 baht, representing 30.4%.

Figure 5 Buying behavior of Government Lottery



Source: Center for gambling studies report 2020 (2020)

2.3 Lottery in South Korea

The Korean lottery, first launched in 2002 and has been the country's most popular game, is known for its high jackpot reward. The average winning reward is about $1.9 million, with the highest award ever being over $37 million. The Korean government used lotteries to fund a variety of humanitarian programs, including assistance to low-income families.

Lottery items and prices are defined by the Korea Lottery Commission, but commercial lottery operators are in charge of issuing, controlling, and selling lotteries. There is currently a contract in place with DongHang Lottery Co. Ltd., the third consigned lottery licensee in Korea, to integrate and run four lotteries until December 1, 2023 (including the Lotto, Scratch-off Lottery, Pension Lottery, and Internet Lottery). For the first time, the operations of 4 lotteries were combined with the Korean lottery system.

Table 6 Types of Lottery Game & business Model

Industrial Structure	Operators	Government Agency
Online Lottery	Dong Haeng Lottery	Lottery Commission / The Ministry of Strategy & Finance
Scratch off Lottery		
Pension Lottery		
Internet Lottery		

Source : The Korea Lottery Commission

Types of Lottery Games

Lotteries are nothing new in South Korea. For more than two decades, South Korea's House Lotto (Jutaekbokgwon) was the country's only legal lottery. In 1990, the first Korean Instant Lottery Scratch Cards were sold. In 2002, we launched our current 6/45 online lottery. Legal gaming is available in several forms in South Korea. The next section is a list of some of the most well-liked ones.

The Korean 6/45 Lottery draws seven balls from a bucket with 45 numbers ranging from 1 to 45. There are just six numbers on the gambling tickets that must be picked. A bonus number is selected as the seventh number in the random selection process. This is a 1,000-won-per-ticket draw held on Saturday evenings once a week. Even if you don't know Korean, the official 6/45 Lotto Results should serve. Last week's results table (from lottorich, 2016) shows how many first-place winners there were in the third-to-last column, and the second-to-last column tells how many second-place winners there were in that week. In an average drawing, there are 6.96 first-place winners and 39.59 second-place winners.

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In recent years, the Pension 520 Lottery, often referred to as the Bok-Kwon, has received much attention and media interest. Every Wednesday, since it began in July of last year, this lottery gets chosen. However, there is a significant difference between the prize payouts of this lottery and our largest. This lottery accepts pre-printed tickets. With 6,300,000 tickets sold each week, the majority of tickets are sold out in the first four days. In this lottery, the greatest payment is 1.2 billion won,

distributed over 20 years in 5 million won installments. The odds are fixed, and the maximum payoff is 1.2 billion won. Another oddity is that the tax rate cap is always 22%, never the 33% top rate.

Table 7 Types of Lottery Game & business Model

Types of Lottery Games	Name	How to play	First prize money	Odds of winning	Sales prices
Online Lottery (lotto 6/45)	Lotto 6/45	Select 6 out of 45 numbers.	75% of the total prize money (excluding 4th and 5th prize money)	1:8,145,060	KRW 1,000
Scratch off Lottery (Three types of scratch off Lottery)	Speetto 500	After purchasing lottery tickets, scratch the lottery side immediately to see if you are the winner.	200 million won	1:4,000,000	KRW 500
	Speetto 1000	After purchasing lottery tickets, scratch the lottery side immediately to see if you are the winner.	500 million won	1:5,000,000	KRW 1,000
Scratch off Lottery (Three types of scratch off Lottery)	Speetto 2000	After purchasing lottery tickets, scratch the lottery side immediately to see if you are the winner.	1 billion won	1:5,000,000	KRW 2,000
Pension Lottery (Drawing lottery)	Welfare Lottery 720+ Features	The winners will be determined through lottery draw by serial number issue.	3.36 billion won	1:5,000,000	KRW 1,000
Internet Lottery (Three types of draw lottery & four types of instant lottery)	Power Ball	Select 5 out of 28 common balls and 1 out of 10 power balls.	30 million won + α	1:982,800	KRW 1,000
	Speed Keno	Select 10 numbers from 1 to 70, drawn with 22 numbers.	25 million won + α	1:613,480	KRW 1,000

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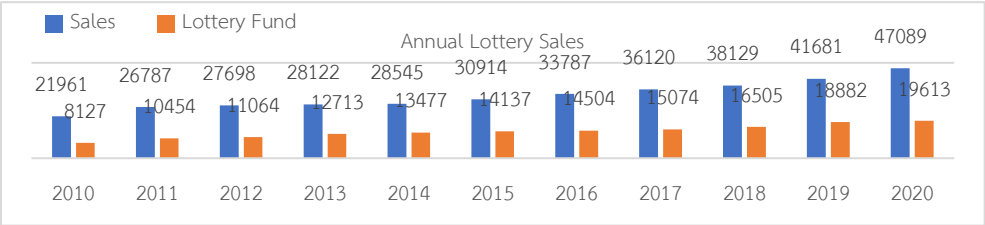
Internet Lottery (Three types of draw lottery & four types of instant lottery)	Treasure HUNTER	Match 3 or more of same symbols to win.	5 million won + α	1:548,305	KRW 500
	Triple Luck	The results can be checked immediately after purchasing lottery tickets.	500 million won	1:3,750,000	KRW 1,000
	Mega Bingo	Select 24 numbers from 1 to 75, drawn with 49 numbers.	10 million won + α	1:407,857	KRW 1,000
	Double Jack Midas	Win according to the number of the same symbols.	20 million won + α	1:500,000	KRW 1,000
	Catch Me	If you get 3 symbols of the same amount, you win.	10 million won	1:500,000	KRW 500

Source : DongHang Lottery

Annual Lottery Sales

Since the introduction of the online lottery in 2002, the Korean lottery market has grown rapidly, posting sales of w4.23 trillion (US$3,527.6 million, US$1=w1,200) in 2003, with government policies to stabilize the market and curb reckless gambling. However, lottery sales have remained at around W2.4 trillion in recent years.

Figure 6 Annual Lottery Sales



Source : The Korea Lottery Commission

Public Awareness

Table 8 Lottery related public awareness

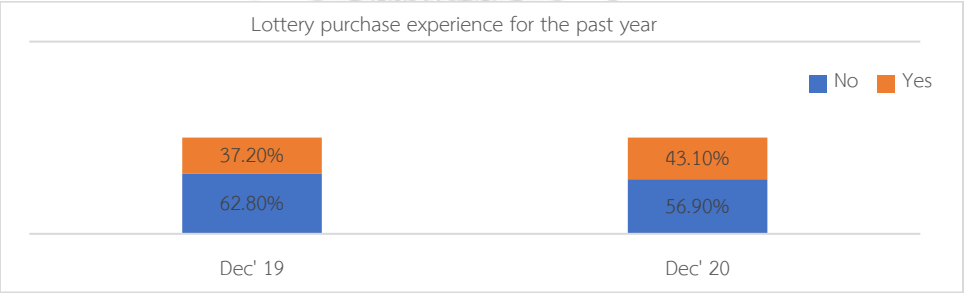
Lottery related public awareness	Dec. '19		Dec. '20	
	Agree	Disagree	Agree	Disagree
It's good to have lottery system	70.3 %	29.7 %	66.5 %	33.5 %
Enjoyment / pleasure in life	73.5 %	26.5 %	72.5 %	27.5 %
The act of sharing	69.6 %	30.4 %	61.3 %	38.7 %
It's still good even if I don't win.	70.5 %	29.5 %	68.3 %	31.7 %
Transparent use of public fund	57.9 %	42.1 %	56.1 %	43.9 %

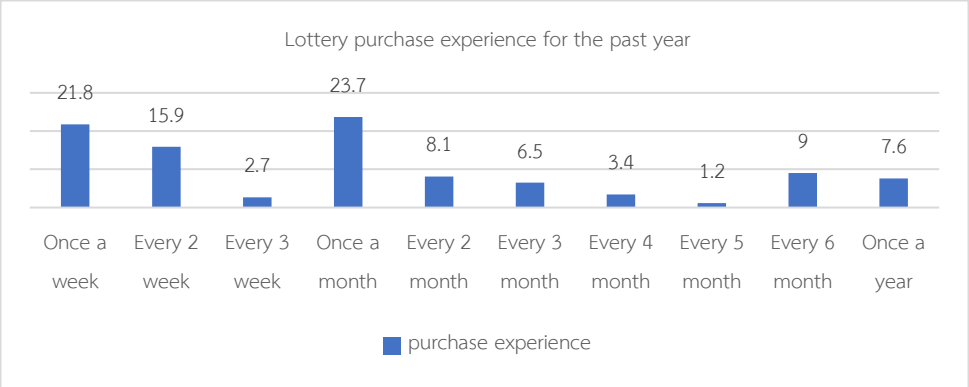
Source : The Korea Lottery Commission

Overall, 66.**5** percent of people agree that having a lottery system is a good idea.

Lottery purchase experience for the past year

Figure 7 Lottery purchase experience for the past year



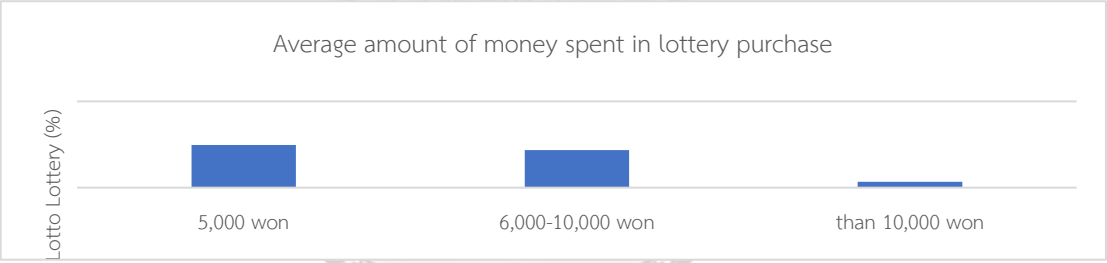


Source : The Korea Lottery Commission

Among those surveyed, 56.9% said they'd purchased a lottery ticket at least once in the previous year. The number is in line with what it was the year before. According to a Lotto survey, the most common frequency of purchasing a lottery ticket was "once a month," followed by "once a week" (21.8 percent) and "biweekly" (15.9 percent). When it came to Pension Lottery and Instant Game, the largest percentage of people said they played only once a month (23.4% versus 18.6%).

Amount of money spent in lottery purchase

Figure 8 Amount of money spent in lottery purchase



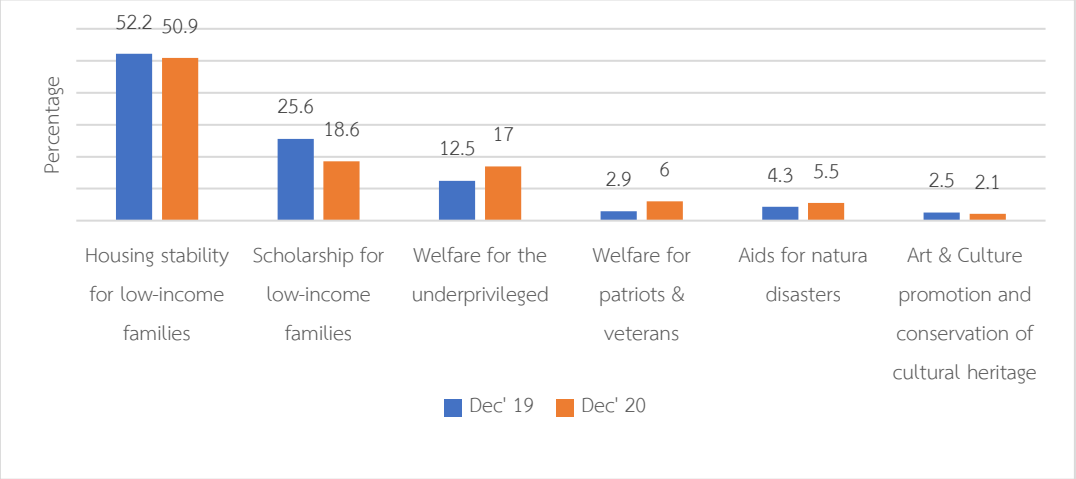
Category		Average (won)
		Lotto Lottery
Total		8,687
Sex	Male	9,169
	Female	8,004
Age	19-29yrs	7,632
	30s	8,971
	40s	10,027
	50s	10,014
	60 and above	8,556

Source : The Korea Lottery Commission

For the most part, lottery ticket consumers spent no more than KRW 10,000 on average for every transaction for Lotto and Pension. Lotto and Pension Lottery tickets cost, respectively, KRW 8,687 and KRW 8,000.

Priority of lottery fund use

Figure 9 Priority of lottery fund use



Source : The Korea Lottery Commission

Housing stability for low-income families (50.9 percent) and low-income family scholarships (18.6 percent) are two areas where lottery funds are desperately needed.

Lottery Fund

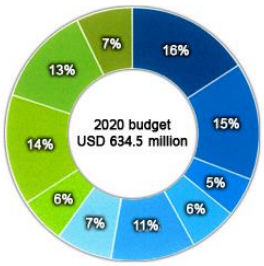
The lottery fund allows for transparent and efficient management and usage of lottery business income. Remaining prize money and operational costs are deducted from the fund's earnings.

The fund's annual budget is USD 2.0 billion and it is utilized to improve public health. Korea's Lottery Law requires that 35% of the fund go to statutory initiatives, while the remaining 65% goes to public services designated by the Korea Lottery Commission to help the less fortunate.

The lottery fund supports research and culture, while the public services fund supports rental housing and individuals who are marginalized in society, such as multicultural families and single-parent households.

Funding Operations

Statutory Allocations - 62 Projects of 10 Organizations



16% LOCAL GOVERNMENT

15% JEJU SPECIAL SELF-GOVERNING PROVINCE

5% COMMUNITY CHEST OF KOREA

6% KOREA FOREST SERVICE

11% KOREA SPORTS PROMOTION FOUNDATION

7% SMALL & MEDIUM BUSINESS CORP.

6% KOREA WORKERS' COMPENSATION & WELFARE SERVICE

14% CULTURAL HERITAGE ADMINISTRATION

13% THE MINISTRY OF SCIENCE, ICT AND FUTURE PLANNING

7% KOREA VETERANS WELFARE & HEALTH CARE

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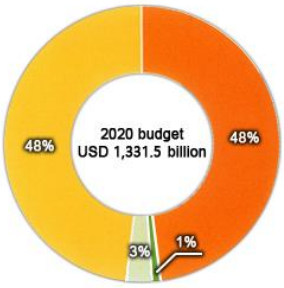
Statutory Allocations Projects

- Support for low-income children in need of night-time protective care

Beneficiary: single-income working class couples

- Support for Korea Veterans Welfare and Healthcare

Beneficiary: The Veterans who are in Low level of income



Public Works - 32 Projects

48% HOUSING STABILITY OF LOW LEVEL OF INCOME GROUP

48% WELFARE PROJECTS FOR THE UNDERPRIVILEGED

3% CULTURE & ART PROJECTS

1% WELFARE PROJECTS FOR VETERANS

Public Works

- Housing Support program

Beneficiary : Basic Livelihood Security Recipients

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- Welfare program for the Underprivileged Support for Multi-Cultural Family Centers

Beneficiary : married immigrants & their families

- Culture Sharing program

Beneficiary : Low-income families such as Senior citizens, people with disabilities, Single-parent families

2.4 Gambling behavior during the COVID-19 pandemic

As a result of developments in communications technology, more people are able to access and utilize computers, tablets, and smartphones. The Internet connection is utilized in online communication and research, which Internet users today are increasingly inclined to do (ElectronicTransactionsDevelopmentAgency 2020). In comparison to the past, people's lifestyles have altered drastically. This is due to two primary causes: (1) A technology disruption or digital disruption era in which innovations or new technologies are always being developed. As a result, people's way of life has altered dramatically compared to the past and the society's members are familiar with the use of numerous technologies in everyday life; and (2) the epidemic condition of the coronavirus disease 2019, or COVID-19, beginning at the end of 2019 and continuing into 2020, influencing lifestyle habits. The way people live in society has changed significantly (BoonratPlangsorn 2022).

With regards to the impact of the COVID-19 outbreaks on Thai citizens' gambling behavior, the government lottery remains the most popular form of gambling in Thailand. Although the COVID-19 pandemic prevented the Government Lottery Office from providing lottery tickets for three draws in 2019, the number of persons who gambled on the lottery increased by 8.3 percent, or 1.877 million individuals. In 2021, it was estimated that there would be approximately 0.392 million new gamblers who purchased lottery tickets for the first time. The number of Thais aged 15 and older who participate in the government lottery totals 24.626 million when the population structure is considered. Women gamble slightly more than men (12.686 million vs. 11.941 million) (Social Development Research Center 2022). In the meantime, the Pew Research Center in the United States performed a poll and investigated social media usage. It was shown that women are the most active on social media. Both usage statistics and forms of interaction with friends and family are presented. Women who are active on social media especially enjoy online activities without limiting patterns of usage such as television viewing, radio listening,

or even online news reading. all of which are prevalent pastimes (Thumbsup Team, 2013).

2.5 Studied Related to lottery

This section presents literature analyses and studies regarding the purchasing behavior of government lotteries, including the following studies from various disciplines that pertain to the government lottery:

Jungsun et al. (Jungsun, B et al. 2016)conclude that regular gamblers are generally influenced by (1) the extent to which different types of gambling are available within their culture and (2) the attitudes and customs of their given cultures, including cognitive and superstitious customs, which encourage or discourage involvement in gambling behavior. He also asserts that gamblers often have superstitious beliefs that they are able to influence the outcome of a chance event by following some given practice, such as utilizing lucky charms or rituals. Another research found out that there is a correlation between feelings/emotions with the chance of winning the lottery.

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Pusaksrikit and Pongsakonrangsin (T and Pongsakornrungsilp S 2014) suggest that gamblers feel fun and excitement about winning the lottery, which makes them invest more, even though they have lost once. They had arranged the gamblers into two categories; 1) Fortune Hunters, who have a low quantity and frequency of buying and believe that they cannot control their fortune, and 2) Lottery Addicts, who have a high quantity and frequency of buying because they have faith, due to the

possession of objects or amulets, because they believe that objects or amulets can increase their chances of winning the lottery.

On the other hand, Williams et al. (Williams R Back K Lee C 2012) indicate that the reason behind gambling in the lottery is due to the variety of problems that occur with individuals. Problems and gambling addicts with pathologies are much more prevalent in men, aged around 30-49, divorced, separated, or widowed, residing in urban rather than rural areas, and experiencing similar issues with alcohol and tobacco smoking, mood disturbances, and anxiety disorders.

The Gambling Study Center (Social Development Research Center 2020) revealed that teenagers aged from 15 to adulthood had a record of playing underground lottery games, with an expense of 153,158 million baht, and the amount of the government lottery expansion within 2 years from 2017 to 2019 almost doubled (Phichairat W 2020). The prevalence of gambling and its continuity is relatively connected to the development of capitalism and a change in modern society, in accordance with the conditions of the political, economic, social, cultural and historical developments. What excites gambling is the desire to win or win big prizes, ignoring problems, disadvantages and opportunities. Jang et al. (2019) mentioned that South Korea's legal and illegal gambling industry has been expanding and its rate has grown 4-5 times with a 51% increase between 2006 and 2011. The reasons for this may be that when betting illegally, no limits are placed, quicker reimbursement, and ease of access and use. Casinos, horse racing, bicycle racing,

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motorboat racing, the lottery, sports promotion lottery, and other legal forms of gambling are all available.

Individualistic and contextual hypotheses in the research by Beckert and Lutterare (Jens and Lutter Mark 2013) explain two basic approaches to understanding socially stratified interest in lottery markets. Through either a rational investing decision or as a cognitively biased decision arrived at through an erroneous interpretation of the game's statistics, individualistic hypotheses recreate lottery engagement. It means that once basic conditions are met and the potential cost of lottery tickets is relatively low, playing the lottery may be rebuilt as a legitimate option for all those who otherwise lack the resources to gain significant wealth. Moreover, the chance of winnings is generally a certain percentage of income. A popular format is the "50–50" draw, and lottery purchases allow the buyer to select the numbers on the ticket, resulting in the possibility of multiple winners. In the context of sociological accounts, both Beckert and Lutterare (Jens and Lutter Mark 2013) and Pusaksrikit and Pongsakonrangsin (T and Pongsakornrungsilp S 2014) seem to agree with cultural explanations based on common values in destiny, chance, and sorcery, or perceived by peer group influences as a result of social contagion.

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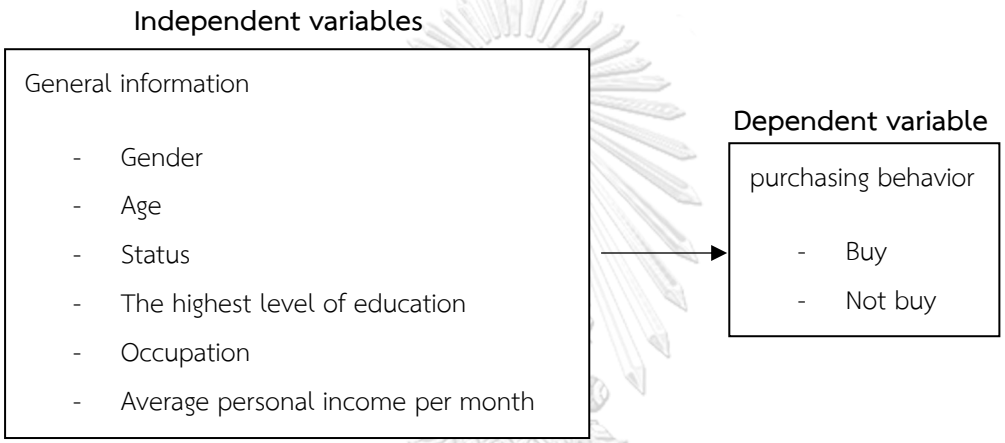
2.5 Research Framework

1. To study the factors affecting Thai and South Korean consumers' behavior and decision-making processes when buying government lottery.

There are two variables that affect the factors that lead Thai consumers and Korean consumers to buy lottery tickets that are independent variables and dependent variables. The Independent variables are lottery consumers' General information which are Gender, Age, Status, The highest level of education, Occupation, Average personal income per month. The dependent variables of purchasing behavior are buy and not buy.

This research framework is illustrated as follows:



2. To study the behavior of the lottery buyers between Thai and Korean consumers.

There are two variables that affect the behavior of buying a lottery that are independent variables and dependent variables. The Independent variables are lottery consumers' nationalities which are Thai and Korean. The dependent variables of Government lottery purchasers' purchasing behavior are purchasing objectives, purchasing occasions, purchasing influencers, the need for prize money, the fondness to gamble, buying according to the people around them, buying because of the habit, the contribution of the profits from lottery sale to help society, the belief in superstitions and sacred things, certain festivals or important days affecting the purchase decision and buying it as a gift on special occasions. Furthermore, buyers have the belief that they will be rewarded with each purchase.

This research framework is illustrated as follows:

Dependent variable

Lottery buying behavior

- purchasing objectives
- purchasing occasions
- purchasing influencers
- the need for prize money
- the fondness to gamble
- buying according to the people around them
- buying because of the habit
- Lottery office use the profits from lottery sale to help society
- the belief in superstitions and sacred things
- certain festivals or important days affecting the purchase decision
- buying it as a gift on special occasions
- buyers have the belief that they will be rewarded with each purchase.

Independent variables

Nationality

- Thai
- Korean

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CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology and procedures used in data collection to determine the factors affecting Thai and South Korean consumers' behavior in their decision-making process when buying the government lottery. The content in this chapter is divided into 5 sections as follows:

3.1 Information and resources

3.2 Population and sample size

3.3 Research instrument

3.4 Data collection

3.5 Data analysis

3.1 Information and resources

The following primary and secondary data sources were used in the study and were divided into two types as follows:

1 . Primary Data is the data collected from Thai consumers in Bangkok residents and Koreans who live in Seoul who directly answered the questionnaire.

2. Secondary data is the information acquired from reliable sources such as academic papers, books, publications, the internet, research articles, journals, and other relevant resources.

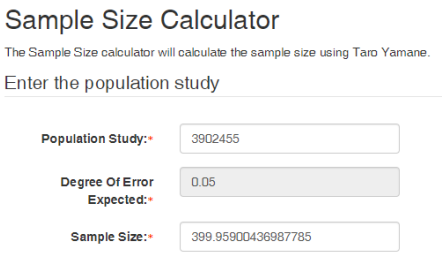
3.2 Population and sample size

The sample consists of 864 customers in total (445 Thai consumers and 419 Korean consumers). Purposive sampling was applied. Respondents were chosen based on the following requirements: 1) Thai population aged between 20 to 65 years living in Bangkok and 2) Korean population aged from 20 to 65 years living in Seoul.

The survey sample size was calculated based on the formula of Taro Yamane (1973) with a 95% confidence level, The 95% confidence level and a P = 0.5 are assumed for calculating the sample size Therefore, a suggested sample size of 400 Thai consumers living in Bangkok and 400 Korean consumers living in Seoul was obtained. The suggested total sample size was 800 people. There were extra questionnaires for Thai and Korean consumers, so there were 864 questionnaires (445 Thai samples and 419 Koran samples).

The sample size of the Thai population aged 20–65 years living in Bangkok is 3,902,455 million people. There are 66,167,333 million people in the country. (The Bureau of Registration Administration 2021)

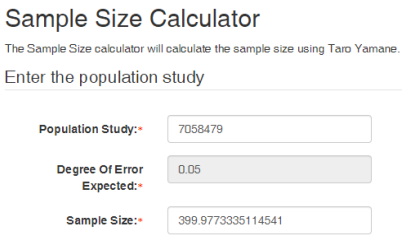
Figure 10 The sample size of the Thai population aged 20–65 years living in Bangkok.



Source : Yamane, 1973

The sample size of the Korean population aged 20–65 years living in Seoul is 7,058,479 million people. There are 551,829,136 million people in the country. (Korean Statistical Information Service 2021)

Figure 11 The sample size of the Korean population aged 20–65 years living in Seoul



Source : Yamane, 1973

3.3 Research instrument

The researcher created a questionnaire to study the buying behavior of government lottery players. It was developed by Miss Sarocha Pimchai and adapted to this research(Sarocha Phimchai 2017). The questionnaire is conducted in Thai for Thai consumers and in Korea for Korean consumers. After that, the researcher sent the questionnaire to 3 experts to verify the content integrity (IOC). The researcher made the improvements according to the recommendations of the experts. The questionnaire consists of three fundamental parts:

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Part 1: Consisting of close-ended questions, aimed at cloistering the data regarding the respondents' personal information. This part of the questionnaire ensures that the respondent is of Thai and South Korean nationality, collects data about gender, age (between 20 to 65 years old), and income. There are 7 items in total.

Part 2: Factors Influencing Government Lottery Purchases (For government lottery purchasers) by surveying is social and cultural aspects. The questionnaire is a

5-level estimation scale of Likert. The Likert scale method is used in this questionnaire where the significance level of each factor must be chosen by the respondents (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree). There are 11 items in total.

Part 3: Factors Influencing Non-Purchase of Government Lottery Tickets (For Those Who Do Not Purchase Government Lottery Tickets) by the social and cultural aspects. The questionnaire is a 5-level estimation scale of Likert. The Likert scale method is used in this questionnaire where the significance level of each factor must be chosen by the respondents (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree). There are 9 items in total.

3.4 Data collection

The researcher has collected data between January and March of 2022, The questionnaires were available in 2 languages: Thai and Korean. The questionnaire was randomly distributing online (google form) was provided to the 400 Thai consumers in Bangkok and 400 Korean consumers in Seoul through LINE applications, Facebook, Twitter, etc. The researcher sent a Google form to family and other connections asking them to share the form with their Thai and Korean friends. And the form was also posted on the researcher's Twitter and Facebook accounts.

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3.5 Data Analysis

The data obtained from the questionnaire were checked for completeness in every set and processed using the SPSS (Statistics Package for the Social Sciences) program to find the percentage, mean, standard deviation as follows:

1 . Perform data analysis: the researcher conducted the analysis in the following order:

1.1 The questionnaire part 1 is a questionnaire about general information about the respondents, which is calculated by taking the percentage of all respondents.

1.2 The second part of the questionnaire is a questionnaire on Factors Affecting Thai and South Korean Consumer's Behavior and Decision-Making Process of Buying the Government Lottery. It is a rating scale. The nature of the questions relates to social and cultural factors. and product factors related to government lottery purchasing behavior. Each item has five levels to choose from: Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree.

For the criteria for interpretation, the variables to be analyzed were measured in the range from 1 to 5, and the scoring criteria for each level were as follows:

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Table 9 criterion for interpretation

Level	Score
Strongly Agree	It has a score of 5 points.
Agree	It has a score of 4 points.
Neutral	It has a score of 3 points.
Disagree	It has a score of 2 points.
Strongly Disagree	It has a score of 1 points.

The criteria for interpretation have been defined by the score scope 1, 2, 3, 4, and 5, and interpreted according to the following criteria:

Interval = highest score – lowest score / Class

= (5-1)/5

= 0.80

evaluation criteria = score level + 0.80

Table 10 The level of effect on the purchase of government lottery tickets

Mean	**The level of effect on the purchase of government lottery tickets**
4.21-5.00	It affects the purchase of government lottery tickets at the highest level.
3.41-4.20	It affects the purchase of government lottery tickets at a high level.
2.61-3.40	Moderate effect on government lottery purchases
1.81-2.60	It affects the purchase of government lottery tickets to a lesser extent.
1.00-1.80	It affects the purchase of government lottery tickets at the lowest level.

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1.3. The third part of the questionnaire is a questionnaire about the decision not to buy the government lottery for Thai consumers in Bangkok and Korean consumers in Seoul. The analysis will be done in the same way as for the questionnaire part 2.

2. The statistics used in this data analysis were percentage, mean ($\bar{x}$), and standard deviation (S.D.).

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CHAPER IV
RESULTS

The objective of this research is to examine the variables that influence consumer behavior among Thais in Bangkok and Koreans in Seoul, as well as the decision-making process involved in buying government lottery tickets. It also compares the buying and non-buying behavior of Thais in Bangkok and Koreans in Seoul. A total of 864 samples were examined using descriptive statistics, percentage, mean standard deviation, Standard Deviation, and Chi-square, including 445 samples of Thai people living in Bangkok and 419 samples of Korean people living in Seoul. The data analysis method proposed by the researchers is divided into four parts as follows:

Part 1 Findings from the respondents' data analysis

Part 2 Analysis of purchase/non-purchase government lotteries

Part 3 Personal factors affecting purchase/non-purchase government lotteries

Part 4 Ethnic Factors Affecting Lottery Purchasing Behavior

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Part 1 Findings from the respondents' data analysis

For the data collection between March and April 2022, questionnaires were distributed online. For Thai residents of Bangkok, 450 sets were returned, and for Korean residents of Seoul, 450 sets were received, 419 sets were returned. The results were analyzed, and the analysis is given in the following table:

Table 11 General Information of Respondents

General information about the sample	Thai consumers living in Bangkok		Korean consumers living in Seoul	
	Number of observations	Percentage	Number of observations	Percentage
1. Gender				
Male	66	14.8	157	37.5
Female	379	85.2	262	62.5
Total	445	100	419	100
2. Age				
20-25 years	338	76.0	141	33.7
26-35 years	44	9.9	101	24.1
36-45 years	35	7.9	113	27.0
46-55 years	17	3.8	47	11.2
56-65 years	9	2.0	14	3.3
65 years and over	2	.4	3	.7
Total	445	100	419	100
3. Status				
Single	393	88.3	250	59.7
Married	39	8.8	87	20.8
Divorce	12	2.7	66	15.8
Widow	1	.2	16	3.8
Total	445	100	419	100
4. The highest level of education				
Primary school	2	.4	0	0
Lower secondary school	2	.4	24	5.7
High school	110	24.7	124	29.6
Vocational Certificate/Diploma	13	2.9	44	10.5
Bachelor's degree	293	65.8	198	47.3
Master's degree/higher	25	5.6	29	6.9
Total	445	100	419	100
5. Occupation				
Civil servants	17	3.8	16	3.8

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Private company employees	103	23.1	54	12.9
Private business/Entrepreneur	50	11.2	83	19.8
Freelancers	36	8.1	55	13.1
Laborer/General Contractor	21	4.7	34	8.1
Student	195	43.8	155	37.0
Housekeeper	4	.9	8	1.9
Retire	5	1.1	10	2.4
Unemployed	14	3.1	4	1.0
Total	445	100	419	100
6. Average personal income per month				
less than 5,000 baht (less than 1,800,000 won)	88	19.8	71	16.9
5,001 – 15,000 baht (1,800,001-2,400,000 won)	193	43.4	121	28.9
15,001 – 25,000 baht (2,400,001-2,800,000 won)	111	24.9	87	20.8
25,001 – 35,000 baht (2,800,001-3,100,000 won)	28	6.3	63	15.0
35,001 – 45,000 baht (3,100,001-3,500,000 won)	18	4.0	36	8.6
45,001 – 55,000 baht (3,500,001-3,900,000 won)	6	1.3	27	6.4
55,001 baht or more (3,900,001 won or more)	1	.2	14	3.3
Total	445	100	419	100
7. Do you buy government lottery tickets?				
Buy	260	58.4	231	55.1
Not buy	185	41.6	188	44.9
Total	445	100	419	100

Note. From the conclusion of the researcher

According to Table 11, which shows the number and percentage of all 445 Thai respondents, divided by individual factors, the majority of the 66 male and 379

female respondents were between the ages of 20 and 25, followed by 26 and 35 and 36 and 45. The majority of respondents identified as single, followed by marriage and divorce, high school graduates, and those with a master's degree or above. It was discovered that the majority of the samples were employed as students, followed by employees of private companies and individuals running their own businesses or involved in trade. Between 5,001 and 15,000 baht are the ranges for typical monthly income, followed by 15,001 to 25,000 baht and less than 5,000 baht. Most of the 260 participants in the whole sample purchased lottery tickets, whereas 185 participants did not.

According to personal factors, out of a total of 419 Korean respondents, 157 were male and 262 were female. The majority of respondents were between the ages of 20 - 25, followed by 36 - 45 and 26 - 35. The most prevalent status among respondents was single, followed by married and divorced. The majority of the respondents had bachelor's degrees, followed by secondary school and a vocational certificate or diploma, according to the educational levels of all sample groups. The majority of the sample group's occupations were determined to be students, followed by private businesses/entrepreneurs/trading and freelancers. Between 2,400,001 won and 2,400,000 won are the ranges for typical monthly income, followed by 2,400,001 won to 2,800,000 won and less than 1,800,000 won. 231 out of the whole sample's participants purchased lottery tickets, whereas 188 did not.

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Part 2 Analysis of purchase/non-purchase government lotteries

Based on data from a sample of 445 Thai individuals in Bangkok and 419 Koreans in Seoul, a total of 864 people may be divided into two groups: the sample of people who purchase government lottery tickets (1st group), and the sample of those who do not (2nd group). The following data characteristics apply to each sample group:

Table 12 General data of a sample of government lottery buyers and non-government lottery buyers.

General information about the sample	Thai consumers living in Bangkok				Korean consumers living in Seoul			
	Buy		Not Buy		Buy		Not Buy	
	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage
1. Gender								
Male	43	16.5	23	12.4	116	50.2	41	21.8
Female	217	83.5	162	87.6	115	49.8	147	78.2
Total	260	100	185	100	231	100	188	100
2. Age								
20-25 years	167	64.2	171	92.4	58	25.1	83	44.1
26-35 years	38	14.6	6	3.2	63	27.3	38	20.2
36-45 years	33	12.7	2	1.1	67	29.0	46	24.5
46-55 years	14	5.4	3	1.6	34	14.7	13	6.9
56-65 years	6	2.3	3	1.6	6	2.6	8	4.3
65 years and over	2	.8	0	0	3	1.3	0	0
Total	260	100	185	100	231	100	188	100
3. Status								
Single	211	81.2	182	98.4	95	41.1	155	82.4
Married	36	13.8	3	1.6	70	30.3	17	9.0
Divorce	12	4.6	0	0	54	23.4	12	6.4
Widow	1	.4	0	0	12	5.2	4	2.1
Total	260	100	185	100	231	100	188	100
4. The highest level of education								
Primary school	2	.8	0	0	0	0	0	0
Lower secondary school	2	.8	0	0	18	7.8	6	3.2
High school	50	19.2	60	32.4	70	30.3	54	28.7
Vocational Certificate/Diploma	9	3.5	4	2.2	34	14.7	10	5.3
Bachelor's degree	178	68.5	115	62.2	90	39.0	108	57.4
Master's degree/higher	19	7.3	6	3.2	19	8.2	10	5.3
Total	260	100	185	100	231	100	188	100
5. Occupation								
Civil servants	11	4.2	6	3.2	11	4.8	5	2.7
Private company employees	75	28.8	28	15.1	34	14.7	20	10.6
Private business/Entrepreneur	31	11.9	19	10.3	34	14.7	49	26.1
Freelancers	20	7.7	16	8.6	45	19.5	10	5.3
Laborer/General Contractor	16	6.2	5	2.7	28	12.1	6	3.2

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Student	92	35.4	103	55.7	70	30.3	85	45.2
Housekeeper	3	1.2	1	.5	3	1.3	5	2.7
Retire	5	1.9	0	0	6	2.6	4	2.1
Unemployed	7	2.7	7	3.8	0	0	4	2.1
Total	260	100	185	100	231	100	188	100
6. Average personal income per month								
less than 5,000 baht (less than 1,800,000 won)	43	16.5	45	24.3	14	6.1	57	30.3
5,001 – 15,000 baht (1,800,001-2,400,000 won)	99	38.1	94	50.8	59	25.5	62	33.0
15,001 – 25,000 baht (2,400,001-2,800,000 won)	74	28.5	37	20.0	53	22.9	34	18.1
25,001 – 35,000 baht (2,800,001-3,100,000 won)	22	8.5	6	3.2	41	17.7	22	11.7
35,001 – 45,000 baht (3,100,001-3,500,000 won)	16	6.2	2	1.1	35	15.2	1	.5
45,001 – 55,000 baht (3,500,001-3,900,000 won)	6	2.3	0	0	20	8.7	7	3.7
55,001 baht or more (3,900,001 won or more)	0	0	1	.5	9	3.9	5	2.7
Total	260	100	185	100	231	100	188	100

Note. From the conclusion of the researcher

Table 12 shows general information of a sample of government lottery buyers and non-government lottery buyers. The differences in each sample group can be explained as follows:

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Group 1 Government Lottery Buyers

Thailand Lottery Buyers in Bangkok

There were 260 government lottery buyers from a sample of 445 Thai consumers, of whom 43 were men (16.5%), and 217 were women (83.5%). Most samples were single, followed by marriage and divorce, and the majority of them were in the age range of 20 to 25 years, 26 to 35 years, and 36 to 45 years. High school, a master's degree, or above were the educational levels of the majority of the samples. The majority of the sample's occupations were students, then

employees in private enterprises and individuals working in trading, entrepreneurship, and small business. The majority of the sample groups made between 5,001 and 15,000 baht on a monthly basis, with 15,001 and 25,000 baht coming in second and less than 5,000 baht in third.

Korean Lottery Buyers in Seoul

From a sample of 419 Korean consumers, it was shown that 231 persons purchased government lottery tickets; 116 of them were men (or 50.2% of the sample), and 115 were women (or 49.8% of the sample). The majority of the samples were between the ages of 36-45, with 26-35 and 20-25 years, respectively. Prior to marriage and divorce, the majority of the samples were single. The majority of samples had a bachelor's degree, which was followed by a high school diploma and a vocational certificate or degree. The majority of the sample groups in terms of vocations were students, followed by independent contractors, traders, and owners of small businesses. The majority of the sample groups had an average monthly income of 1,800,001-2,400,000 won, which was followed by 2,400,001-2,800,000 won and 2,800,001-3,100,000 won

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Table 13 shows Lottery buying behavior in Thailand and South Korea

Lottery buying behavior in Thailand and South Korea	Thai consumers		Korea consumers	
	Amount	Percentage	Amount	Percentage
1. How much do you spend?				
not over 120 Baht	93	35.8	25	10.8
121-240 Baht	82	31.5	85	36.8
241-480 Baht	53	20.4	58	25.1
481-720 Baht	25	9.6	40	17.3
721-960 Baht	1	.4	21	9.1
961-1,200 Baht	0	0	0	0
Over 1,200 Baht	6	2.3	2	.9

Total	260	100	231	100
2. People who affect your purchase decision				
Partner/Supporter/Husband/Wife	37	14.2	23	10.0
Father/Mother/Child	93	35.8	57	24.7
Brother/Sister/Cousin	45	17.3	41	17.7
Friend	46	17.7	59	25.5
Neighbor	13	5.0	34	14.7
Actor/Actress/Singer/Net Idol	26	10.0	17	7.4
Total	260	100	231	100

Note. From the conclusion of the researcher

The factors influencing a sample of Thai buyers in Bangkok are shown in Table 13 along with their lottery purchase decisions. The majority of them had spending limits of no more than 120 Baht, followed by those of 122-140 Baht and 241-480 Baht. Father, mother, and children were the main decision-makers, followed by friends and brothers, sisters, and other relatives.

The factors influencing the Korean Government Lottery's purchase decision are shown in Table 00. It was shown that a majority of Korean buyers in Seoul had a budget of 12–140 Thai Baht, followed by 24–480 and 481-320 Baht. The majority of the individuals who had an impact on their purchasing decisions were their friends, followed by their parents, children, and relatives.

Group 2 Non-Lottery-Buyers

Non-Lottery-Buyers in Bangkok

From Table 00, 445 Thai citizens were chosen, and it was determined that this sample included non-government lottery buyers. There were 185 individuals in all, 162 females, or 87.6% of the total sample of non-buying government lottery tickets, and 23 men, or 12.4% of the sample. The age range of the majority of the

samples was 20 to 25 years, followed by 26 to 35 years, 46 to 55 years, and 56 to 65 years. The majority of samples were married and single. The majority of the samples had undergraduate degrees, followed by high school and master's degrees or above. Students were the majority of the sample groups in terms of occupation, followed by private company employees and those in personal business, entrepreneurship, and trading. Most of the sample groups had an average monthly income between 5,001-15,000 baht, followed by less than 5,000 baht and 15,001-25,000 baht.

Non-Lottery-Buyers in Seoul

There were 188 non-buyers of the government lottery out of the 419 Korean non-buyers, 78.2% of whom were female and 41 male non-buyers, or 21.8 percent of the overall sample. The majority of the samples were between the ages of 20 and 25 years, followed by 36 and 45 years and 26 and 35 years. The majority of the samples were single, followed by married and divorced people. Most of the examples had received a bachelor's degree, then a high school diploma, a vocational certificate or certification, and a master's degree or higher. Students were the majority of the sample groups in terms of occupation, followed by private businesses/entrepreneurs/tradespeople and firm workers. The majority of the sample groups had an average monthly income of 1,800,001-2,400,000 won, followed by less than 1,800,000 won and 2,400,001-2,800,000 won

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Part 2 Analysis of purchase/non-purchase government lotteries

Factors affecting Thai people's buying behavior in Bangkok and Korean people in Seoul.

Table 14 Factors affecting the purchasing decisions of Thai people living in Bangkok and Korean people living in Seoul

Factors affecting the purchasing decisions of Thai people living in Bangkok and Korean people living in Seoul	Group 1 (Thai consumers living in Bangkok)			Group 2 (Korean consumers living in Seoul)		
	MEAN	S.D.	Interpretation	MEAN	S.D.	Interpretation
1. the need for prize money	4.75	.546	Highest	4.21	1.014	Highest
2. the fondness to gamble	3.83	.897	High	3.82	.845	High
3. buying according to the people around them	3.27	1.114	Moderate	3.62	.952	High
4. buying because of the habit	2.90	1.229	Moderate	3.50	.864	High
5. the contribution of the profit from lottery sale to help society	2.93	1.177	Moderate	4.35	.910	Highest
6. the belief in superstitions and sacred things	3.84	1.014	High	3.40	.874	Moderate
7. certain festivals or important days affecting the purchase decision	3.75	1.114	High	4.04	.788	High
8. buying it as a gift on special occasions	3.20	1.258	Moderate	3.45	1.109	High
9. buyers have the belief that they will be rewarded with each purchase.	4.20	.868	High	4.03	.799	High

Note. From the conclusion of the researcher

Table 14 shows the factors influencing a sample of Thai buyers in Bangkok along with their lottery purchase decisions. It was discovered that winning a prize/money is the motive for government lottery buyers. Buyers are superstitious and religious, believing that they will be rewarded with each purchase and thus like

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gambling. Some festivals or national holidays, such as New Year's Day, have an impact on purchasing decisions.

Table 14 shows the factors influencing a sample of Korean buyers in Seoul along with their lottery purchase decisions. It was discovered that those who purchased government lotteries did so on the grounds that the office used the proceeds to benefit society. Some festivals or national holidays, such as New Year's Day, have an impact on purchasing decisions. They believe that they will be rewarded with each purchase. Lottery purchasers assert that they like gambling and purchasing lotteries because of the people in their lives, as a habit, and as gifts for special occasions.

Factors influencing Thai people's non buying behavior in Bangkok and Korean people in South Korea

Table 15 Factors affecting the not purchasing decisions of Thai people living in Bangkok and Korean people living in Seoul

Factors affecting the purchasing decisions of Thai people living in Bangkok and Korean people living in Seoul	Group 1 (Thai consumers living in Bangkok)			Group 2 (Korean consumers living in Seoul)		
	MEAN	S.D.	Interpretation	MEAN	S.D.	Interpretation
1. Does not like to gamble.	3.55	.949	High	3.62	.932	High
2. More interested in investing in alternative assets such as stocks, bonds, and real estate.	3.43	1.145	High	3.64	1.122	High
3. There is no belief in lucky or famous numbers.	3.53	1.006	High	3.68	1.088	High
4. Has a negative attitude towards the operation of the lottery office	2.99	1.103	Moderate	2.89	1.174	Moderate
5. More fond of other types of gambling.	3.19	1.064	Moderate	3.07	1.308	Moderate

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6. People around me don't buy, so they don't want to buy.	2.37	1.125	lesser	2.81	1.255	Moderate
7. Buying government lottery tickets has a low chance of winning.	4.10	.939	High	4.15	1.009	High
8. The purchase of the government lottery results in an increase in purchases in the next instalment.	3.85	1.096	High	3.93	1.133	High
9. Buying a government lottery will lead to other types of gambling.	3.38	1.146	Moderate	3.40	1.248	Moderate

Note. From the conclusion of the researcher

Table 15 shows the factors affecting the decision not to buy the government lottery of a sample of Thai residents living in Bangkok. It was found that non-lottery purchasers stated that there is a small possibility of winning in the lottery. The government's lottery purchase causes further purchases to be made in the future. Since they are not gamblers, they do not believe in lucky or well-known numbers. They seem to be considering making investments in other markets, such stocks or bonds.

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Regarding the sample of Seoul-based lottery non-buyers, it was discovered that the sample who chose not to purchase government lotteries did so since doing so would have reduced their chances of winning. The government's lottery purchase causes further purchases to be made in the future. Since they are not gamblers, they do not believe in lucky or well-known numbers. They seem to be considering making investments in other markets, such stocks or bonds.

Part 3 Personal factors affecting purchase/non-purchase government lotteries

The findings of data analysis using binary logistic regression modeling were used to assess whether Thai residents of Bangkok and Korean residents of Seoul purchased or did not purchase government lottery tickets. The following are the findings of the hypothesis testing: Age, gender, status, education, and average monthly income are examples of personal characteristics that differ between Thai lottery buyers in Bangkok and Korean lottery buyers in Seoul.

Table 16 Logistic regressions of personal factors (Age, gender, status, education level, average monthly income) influences lottery purchasing decisions for Thai consumers living in Bangkok.

General information about the sample of Thai consumers	B	S.E.	Wald	df	Sig	Exp(B)
1. Gender	-.081	.339	.057	1	.812	.922
2. Age						
20-25 years			11.681	5	.039*	
26-35 years	-1.132	.565	4.008	1	.045*	.322
36-45 years	-1.954	.950	4.228	1	.040*	.142
46-55 years	-.507	.892	.323	1	.570	.602
56-65 years	1.776	1.474	1.451	1	.228	5.905
65 years and over	-2.410	34674.755	.000	1	1.000	.090
3. Status						
Single			4.647	3	.200	
Married	-2.483	1.152	4.647	1	.031*	.083
Divorce	-20.383	10371.608	.000	1	.998	.000
Widow	-26.492	40192.970	.000	1	.999	.000
4. The highest level of education						
Primary school			5.169	5	396	
Lower secondary school	-2.807	37304.665	.000	1	1.000	.060
High school	17.381	28343.932	.000	1	1.000	35367003.58

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Vocational Certificate/Diploma	16.658	28343.932	.000	1	1.000	17164631.07
Bachelor's degree	16.828	28343.932	.000	1	1.000	20342674.78
Master's degree/higher	17.098	28343.932	.000	1	1.000	26640729.35
5. Occupation						
Civil servants			12.098	8	.147	
Private company employees	-1.308	.672	3.794	1	.051	.270
Private business/Entrepreneur	-.813	.714	1.297	1	.255	.444
Freelancers	-.232	.766	.092	1	.762	.793
Laborer/General Contractor	-.569	1.006	.320	1	.572	.566
Student	-.691	.677	1.040	1	.308	.501
Housekeeper	2.763	1.809	2.331	1	.127	15.840
Retire	-19.750	19883.678	.000	1	.999	.000
Unemployed	-.559	.872	.410	1	.522	.572
6. Average personal income per month						
less than 5,000 baht			1.751	6	.941	
5,000 – 15,000 baht	.131	.273	.230	1	.631	1.140
15,001 – 25,000 baht	-.135	.334	.162	1	.687	.874
25,001 – 35,000 baht	-.459	.590	.605	1	.437	.632
35,001 – 45,000 baht	-.337	.961	.123	1	.726	.714
45,001 – 55,000 baht	-19.504	14727.515	.000	1	.999	.000
55,001 baht or more	21.152	40192.969	.000	1	1.000	1535442882

**Statistical significance level at *p<0.05; **p<0.01; ***p<0.001

Note. From the conclusion of the researcher

Table 16 shows that age and status are the two criteria that Thai customers in Bangkok consider when making a lottery purchase. These two factors are statistically significant at the 0.05 level. The table in the column of Exp provides explanations for each element from the odds ratio based on the analysis's findings (B). The following factors will be discussed:

Factor 1 Age: The first age-related factor is that Bangkok-based Thai consumers between the ages of 26 and 35 have a lower likelihood of choosing to purchase lottery tickets than customers between the ages of 20 and 25 (OR=0.32).

Additionally, Thai consumers in Bangkok who are between the ages of 36 and 45 have a lower likelihood of purchasing lottery tickets than Thai consumers who are between the ages of 20 and 25 (OR=0.14).

Factor 2 Status: Thai buyers who are married represent the second status-related element. There is a decreased likelihood of choosing to purchase a lottery (OR=0.08) in comparison to those who were single.

Table 17 Comparing personal factors (Age, gender, status, education level, average monthly income) influences lottery purchasing decisions for Koreans living in Seoul.

General information about the sample of Korean consumers	B	S.E.	Wald	df	Sig	Exp(B)
1. Gender	1.170	.278	17.746	1	<.001***	3.222
2. Age						
20-25 years			9.682	5	.085	
26-35 years	.159	.461	.119	1	.730	1.172
36-45 years	.963	.478	4.059	1	.044*	2.619
46-55 years	.290	.535	.293	1	.588	1.336
56-65 years	1.996	.847	5.554	1	.018	7.358
65 years and over	-20.747	21881.829	.000	1	.999	.000
3. Status						
Single			27.383	3	<.001***	
Married	-1.756	.405	18.790	1	<.001***	.173
Divorce	-1.998	.467	18.294	1	<.001***	.136
Widow	-1.362	.783	3.028	1	.082	.256
4 . The highest level of education						
Primary school	-	-	-	-	-	-
Lower secondary school			4.640	4	.326	
High school	-.133	.644	.043	1	.836	.876
Vocational Certificate/Diploma	-.818	.752	1.183	1	.277	.442
Bachelor's degree	.184	.615	.089	1	.765	1.202

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Master's degree/higher	.348	.777	.200	1	.654	1.416
5. Occupation						
Civil servants			9.106	8	.333	
Private company employees	-.204	.753	.073	1	.786	.816
Private business/Entrepreneur	.222	.733	.092	1	.762	1.249
Freelancers	-.620	.787	.621	1	.431	.538
Laborer/General Contractor	-.378	.878	.186	1	.666	.685
Student	.097	.741	.017	1	.896	1.102
Housekeeper	1.136	1.175	.934	1	.334	3.113
Retire	1.485	1.021	2.114	1	.146	4.416
Unemployed	20.296	18486.205	.000	1	.999	652486933.4
6.Average personal income per month						
less than 1,800,000 won			26.157	6	<.001***	
1,800,001-2,400,000 won	-1.409	.414	11.556	1	<.001***	.245
2,400,001-2,800,000 won	-1.540	.448	11.803	1	<.001***	.214
2,800,001-3,100,000 won	-1.953	.489	15.980	1	<.001***	.142
3,100,001-3,500,000 won	-4.655	1.143	16.579	1	<.001***	.010
3,500,001-3,900,000 won	-1.307	.670	3.812	1	.051	.271
3,900,001 won or more	-1.236	.836	2.184	1	.139	.291

**Statistical significance level at *p<0.05; **p<0.01; ***p<0.001

According to Table 17, the following four variables—gender, age, status, and income—have a statistically significant impact on lottery purchase decisions among Korean residents of Seoul. The meaning of each factor from the odds ratio may be found in the table of the analysis findings in the column of experience (B). The following factors will be discussed:

Factor 1 Gender: In contrast to male Korean customers, female consumers had a higher likelihood of choosing to purchase a lottery ticket (OR=3.22).

Factor 2 Age: The second age-related aspect is that, compared to Korean consumers in the age range of 20–25, Korean consumers in the age range of 36–45

years are more likely to decide to purchase lottery tickets (OR=2.61). Ages 56 to 65 were more likely to choose to purchase lottery tickets than 20 to 25 years (OR=7.35).

Factor 3 Status: Married Korean consumers are less likely to purchase lottery tickets than single Korean consumers (OR=0.17), while divorced Korean consumers are less likely to purchase lottery tickets than single Korean consumers. Making a decision to purchase a lottery has a reduced probability (OR=0.13).

Factor 4 Income: Korean customers who earn between 1,800,001-2,400,000 won have a lower likelihood of choosing to purchase a lottery than Korean consumers who earn less than 1,800,000 won (OR=0.24), which is the fourth element in the income aspect. Koreans making 2,400,001-2,800,000 won have a lesser likelihood of choosing to purchase lottery tickets than Korean customers with incomes under 1,800,000 won (OR=0.21). Those with income between 2,800,001-3,100,000 won are less likely to decide to purchase a lottery ticket (OR=0.14) compared to Korean customers whose income is less than 1,800,000 won. Those whose income is between 3,100,001 and 3,900,000 won have a reduced likelihood of choosing to purchase a lottery ticket (OR=0.01) compared to Korean customers whose income is less than 1,800,000 won.

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Part 4 The results of the comparison of lottery purchasing patterns between Thai residents of Bangkok and Korean residents of Seoul categorized based on personal factors

Table 18 The relation between Thais in Bangkok and Koreans in Seoul in terms of their lottery-buying habits.

Nationality	Score			Total	Chi-square	
	Less	Mid	High		χ^2	Sig.
1.Want prize money						
Thai	14	38	208	260	47.280	<.001***
	(5.4%)	(14.6%)	(80%)	(100%)		
Korea	46	66	119	231		

	(19.9%)	(28.6%)	(51.5%)	(100%)		
Total	60	104	327	491		
	(12.2%)	(21.2%)	(66.6%)	(100%)		
2. Like to gamble						
Thai	91	104	65	260	.522	.770
	(35%)	(40%)	(25%)	(100%)		
Korea	88	89	54	231		
	(38.1%)	(38.5%)	(23.4%)	(100%)		
Total	179	193	119	491		
	(36.5%)	(39.3%)	(24.2%)	(100%)		
3.Buy according to the people around you.						
Thai	148	74	38	260	4.645	.098
	(56.9%)	(28.5%)	(14.6%)	(100%)		
Korea	118	62	51	231		
	(51.1%)	(26.8%)	(22.1%)	(100%)		
Total	266	136	89	491		
	(54.2%)	(27.7%)	(18.1%)	(100%)		
4.Buy because of the habit.						
Thai	173	58	29	260	4.300	.116
	(66.5%)	(22.3%)	(11.2%)	(100%)		
Korea	133	63	35	231		
	(57.6%)	(27.3%)	(15.2%)	(100%)		
Total	306	121	64	491		
	(62.3%)	(24.6%)	(13%)	(100%)		
5.Lottery Office Use the proceeds from the sale to help society.						
Thai	180	53	27	260	182.716	<.001**
	(69.2%)	(20.4%)	(10.4%)	(100%)		
Korea	26	80	125	231		
	(11.3%)	(34.6%)	(54.1%)	(100%)		
Total	206	133	152	491		
	(42%)	(27.1%)	(31%)	(100%)		
6.Belief in superstitions and sacred things.						
Thai	88	94	78	260	50.007	<.001**
	(33.8%)	(36.2%)	(30%)	(100%)		
Korea	152	44	35	231		

	(65.8%)	(19%)	(15.2%)	(100%)		
Total	240	138	113	491		
	(48.9%)	(28.1%)	(23%)	(100%)		
7.Festivals or important days affect the purchase decision.						
Thai	87	101	72	260	29.661	<.001**
	(33.5%)	(38.8%)	(27.7%)	(100%)		
Korea	34	140	57	231		
	(14.7%)	(60.6%)	(24.7%)	(100%)		
Total	121	241	129	491		
	(24.6%)	(49.1%)	(26.3%)	(100%)		
8.As a gift on special occasions such as a New Year's party.						
Thai	152	59	49	260	.941	.625
	(58.5%)	(22.7%)	(18.8%)	(100%)		
Korea	125	58	48	231		
	(54.1%)	(25.1%)	(20.8%)	(100%)		
Total	277	117	97	491		
	(56.4%)	(23.8%)	(19.8%)	(100%)		
9.Buyers have the belief that they will be rewarded with each purchase.						
Thai	55	88	117	260	32.932	<.001**
	(21.2%)	(33.8%)	(45%)	(100%)		
Korea	36	137	58	231		
	(15.6%)	(59.3%)	(25.1%)	(100%)		
Total	91	225	175	491		
	(18.5%)	(45.8%)	(35.6%)	(100%)		

**Statistical significance level at*p<0.05; **p<0.01; ***p<0.001

According to Table 18's findings, there is a correlation between race and lottery purchasing habits among Thais in Bangkok and Koreans in Seoul. The following 5 factors were found to be connected to ethnicity:

Factor 1 race had the following relationships with reward demand that were statistically significant (χ^2=47.28, Sig.=.001*) at the 0.05 level:

Thai buyers exhibited high level (80%) moderate level (14.6%) and low level (5.4%) lotto purchasing activity in order to win the biggest prizes.

Korean customers exhibited a high level (51.5%), a moderate level (28.6%%), and a low level (19.9%) of willingness to purchase lottery tickets in order to receive the largest possible payout.

Factor 2 Race-based classifications of ethnicity's statistically significant link with the government agency in charge of allocating funds to benefit society are as follows:

The government lottery office utilized the income to aid society the most at low level, at 69.2 percent, followed by middle level at 20.4% and high level at 10.4%, which led Thai consumers to engage in this practice.

Because the government office utilized the funds to benefit society the most, at a high level of 54.1%, followed by a moderate level of 34.6%, and a low level of 11.3%, there was a habit among Korean consumers to purchase lottery tickets.

Factor 3 race showed a correlation between superstition and religious views (χ^2=50.007, Sig.=.001*) at the 0.05 level of statistical significance:

The percentage of Thai customers who purchase lottery tickets because of superstitious or religious beliefs was greatest at 36.2%, followed by high at 30% and low at 33.8%.

The percentage of Korean customers that purchase lotteries out of superstitious or religious beliefs was greatest at 65.8%, followed by moderate at 19% and low at 15.2%.

Factor 4 Ethnicity is correlated with lottery purchases due to festivals/days. It had a statistically significant effect on the purchase decision (χ^2=29.661, Sig.=<.001*) at the 0.05 level, classified by ethnicity as follows:

Thai customers' tendency to purchase lottery tickets on special occasions The middle level, with a 38.8% influence, was followed by the low level, with 33.5%, and the high level, with 27.7%.

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Lottery purchases made by Korean consumers on holidays and significant days were most influenced at the moderate level, where they accounted for 60.6% of all purchases, followed by the high level at 24.7% and the low level at 14.7%.

Factor 5 Ethnicity was associated with buyers' belief that they would be rewarded for each purchase (χ^2=32.932, Sig.=<.001*) with a statistical significance at the 0.05 level, classified by race as follows:

The percentage of Thai customers who purchase lotteries with the expectation of receiving a reward is high (45%), followed by moderate (33.8%) and low (21.2%).

A moderate level of 59.3% of Korean customers purchased lottery tickets because they thought they would be rewarded with each purchase, followed by a high level of 25.1% and a low level of 15.6 percent.

Table 19 Relationship between race and lottery-no-buying behavior of Thais in Bangkok and Koreans in Seoul

Nationality	Score			รวม	Chi-square	
	Less	Mid	High		χ^2	Sig.
1. Do not like gambling						
Thai	107 (57.8%)	37 (20%)	41 (22.2%)	185 (100%)	7.526	.023*
Korea	90 (47.9%)	61 (32.4%)	37 (19.7%)	188 (100%)		
Total	197 (52.8%)	98 (26.3%)	78 (20.9%)	373 (100%)		
2. More interested in investing in other areas such as stocks, bonds						
Thai	99 (53.5%)	45 (24.3%)	41 (22.2%)	185 (100%)	4.951	.084
Korea	79 (42%)	58 (30.9%)	51 (27.1%)	188 (100%)		
Total	178 (47.7%)	103 (27.6%)	92 (24.7%)	373 (100%)		

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3. No belief in lucky numbers / famous numbers						
Thai	105	38	42	185	4.254	.119
	(56.8%)	(20.5%)	(22.7%)	(100%)		
Korea	87	45	56	188		
	(46.3%)	(23.9%)	(29.8%)	(100%)		
Total	192	83	98	373		
	(51.5%)	(22.3%)	(26.3%)	(100%)		
4. Has a negative attitude towards the operation of the Lottery Office						
Thai	139	20	26	185	.359	.836
	(75.1%)	(10.8%)	(14.1%)	(100%)		
Korea	139	24	25	188		
	(73.9%)	(12.8%)	(13.3%)	(100%)		
Total	278	44	51	373		
	(74.5%)	(11.8%)	(13.7%)	(100%)		
5. More fond of other types of gambling.						
Thai	121	39	25	185	1.626	.443
	(65.4%)	(21.1%)	(13.5%)	(100%)		
Korea	111	46	31	188		
	(46%)	(24.5%)	(16.5%)	(100%)		
Total	232	85	56	373		
	(62.2%)	(22.8%)	(15%)	(100%)		
6. No intention to purchase due to environment						
Thai	159	14	12	185	11.170	.004*
	(85.9%)	(7.6%)	(6.5%)	(100%)		
Korea	135	28	25	188		
	(71.8%)	(14.9%)	(13.3%)	(100%)		
Total	294	42	37	373		
	(78.8%)	(11.3%)	(9.9%)	(100%)		
7. Low chance of winning						
Thai	56	47	82	185	3.735	.155
	(30.3%)	(25.4%)	(44.3%)	(100%)		
Korea	41	58	89	188		
	(21.8%)	(30.9%)	(47.3%)	(100%)		
Total	97	105	171	373		
	(26%)	(28.2%)	(45.8%)	(100%)		

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8. Lead to next purchase						
Thai	67	51	67	185	1.760	.415
	(36.2%)	(27.6%)	(36.2%)	(100%)		
Korea	56	56	79	188		
	(29.8%)	(29.8%)	(40.4%)	(100%)		
Total	123	107	143	373		
	(33%)	(28.7%)	(38.3%)	(100%)		
9. Lead to other types of gambling						
Thai	103	43	39	185	1.468	.480
	(55.7%)	(23.2%)	(21.1%)	(100%)		
Korea	93	51	44	188		
	(49.5%)	(27.1%)	(23.4%)	(100%)		
Total	196	94	83	373		
	(52.5%)	(25.2%)	(22.3%)	(100%)		

**Statistical significance level at *p<0.05; **p<0.01; ***p<0.001

According to Table 19's findings, there is a correlation between race and lottery non-buying habits among Thais in Bangkok and Koreans in Seoul. There were discovered to be a total of 2 factors connected to ethnicity, as shown below:

Factor 1 race was connected with non-purchase of government lottery because persons nearby didn't buy and as a result had no desire to buy (χ^2=6.678, Sig.=.035*), Statistical significance level at 0.05, categorized by race as follows.

Thai consumers had a tendency to avoid purchasing lotteries since those around them did not do so, therefore they had the least amount of desire to do so at low level (80.7%), middle level (15.8%), and high level (3.5 percent).

The majority of Korean customers (low level, or 81.2%), followed by high level (11.7%) and moderate level, did not purchase lottery tickets because those around them did not do so (7.1 percent).

Factor 2 Ethnicity was associated with non-purchase of government lottery due to dislike of gambling (χ^2=7.526, Sig.=.023*) with statistical significance at 0.05 level, classified by race as follows:

The habit of not purchasing lotteries due to a dislike of gambling was low level (57.8%) for Thai consumers, followed by high level (22.2%) and intermediate level (20%).

The behavior of not purchasing lotteries due to dislike of gambling was low level (47.9%) for Korean consumers, followed by moderate level (32.4%) and high level (19.7%).

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CHAPTER V

CONCLUSION, DISCUSSION AND RECOMMENDATION

Research on government purchasing behavior: A Case Study of Thai Consumers in Bangkok and Korean Consumers in Seoul", the objective is to study 'What are the factors that lead Thai people to buy lottery tickets? What about the case of Korean people? Second, Though people know that the chance of loss is likely to be greater than winning, then why do they still want to buy lottery tickets?. The data was collected from a sample of 445 Thai and 419 Korean customers residing in Bangkok and Seoul, respectively. Descriptive statistics, mean standard deviation, logistic regression analysis, and chi-square were used to analyze the data.

Research Result

This research result includes sample groups of Thai lottery buyers living in Bangkok, Korean people living in Seoul and both non-lottery-buyers living in Bangkok and Korea. The results are as follows:

Thai lottery buyers living in Bangkok

From the research, it was found that most of the samples were female; students who aged 20-25 years, were single status and have a bachelor's degree. The average monthly income level is between 5,001-15,000 baht/month. According to the behavior of buyers/non-buying government lotteries, the number of government lottery buyers is greater than those who do not buy government lottery tickets.

According to the interview, winning a prize/money is the motive for government lottery buyers. Buyers are superstitious and religious, believing that they will be rewarded with each purchase and thus like gambling. Some festivals or national holidays, such as New Year's Day, have an impact on purchasing decisions. The budget of expenditures is less than 120 baht. The factors that influence the government's purchase decision are parents and children. By comparing the

purchasing of government lottery tickets with income, it can be seen that as more income, more people will purchase government lottery tickets. For example, people who earn between 5,001 and 15,000 baht per month, are more likely to purchase lottery tickets than those who earn between 15,001 and 25,000 baht per month or more. This decline in lottery ticket sales might be attributed to interest in other investments or the increase of age factor.

On the other hand, non-lottery purchasers stated that there is a little possibility of winning in the lottery. The government's lottery purchase causes further purchases to be made in the future. Since they are not gamblers, they do not believe in lucky or well-known numbers. They seem to be considering making investments in other markets, such stocks or bonds. By comparing the purchasing of government lottery tickets with income, it can be seen that as people have more income, more will purchase government lottery tickets. For instance, fewer lottery tickets have been purchased by those whose monthly income ranges between 5,001 and 15,000 baht compared to those with income between 15,001 and 25,000 baht. Conceivably, it might be claimed that more government lottery tickets will be purchased as the sample's income increases. This is comparable to a sample of purchasers of government lotteries, but they still vary in terms of their average monthly income ranges, which are in various ranges.

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Korean lottery buyers living in Seoul

From the research, it was found that most of the samples were female; students who aged 20-25 years, were single status and have a bachelor's degree. The average monthly income level is between 1,800,001-2,400,000 won /month. According to the behavior of buyers/non-buying government lotteries, the number of government lottery buyers is greater than those who do not buy government lottery tickets.

The interview revealed that those who purchased government lotteries did so on the grounds that the office used the proceeds to benefit society. Some festivals or national holidays, such as New Year's Day, have an impact on purchasing decisions. They believe that they will be rewarded with each purchase. Lottery purchasers assert that they like gambling and purchasing lotteries because of the people in their lives, as a habit, and as gifts for special occasions. The majority of the budget was used to purchase government lottery tickets, which cost between 120 and 140 baht. A friend had a big influence in the choice to purchase government lottery tickets. By comparing the purchasing of government lottery tickets with income, it can be seen that as people have more income, they are less likely to purchase government lottery tickets. For example, people who earn between 1,800,001 and 2,400,000 won per month, are more likely to purchase lottery tickets than those who earn between 2,400,001 and 2,800,000 won per month or more. This decline in lottery ticket sales might be attributed to interest in other investments or the increase of age factor.

Non-lottery buyers claimed that there is a small possibility of winning in the lottery. The government's lottery purchase causes further purchases to be made in the future. Since they are not gamblers, they do not believe in lucky or well-known numbers. They seem to be considering making investments in other markets, such as stocks or bonds. By comparing lottery ticket purchasing behavior with income, it can be seen that as people have more income, they are less likely to purchase government lottery tickets. For instance, fewer lottery tickets have been purchased by those whose monthly income ranges between 1,800,001 and 2,400,000 won compared to those with an income between 3,100,001 and 3,500,000. Conceivably, fewer government lottery tickets are purchased as the sample's income increases.

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Conclusion and Discussions

The hypothesis test results are as follows, there are differences in lottery buying behavior among the surveyed Thais and Koreans. The results showed that there were factors affecting lottery purchases. It was found that among Thai consumers, the demand for the need for prize money was at a very high level and that the factors which are the favor of gambling, belief in superstitions and sacred things, festivals and important days also affected the purchase decision. As a gift for special occasions such as New Year's festival, each buyer believes that he would be rewarded with each purchase. For a high-level of consumer groups in Korea, it was found that the factors were the need for the prize money liked to gamble. Also, it was found that Korean consumers wanted a reward and liked to gamble. Recder (1 9 7 1 , cited in (Urai Mannman 1996), compiled social theories concerning the decision-making of human behavior, explaining the reasons for human action as humans with goals and objectives would naturally expect to win. This nature is caused by possibility (Opportunity) and belief. While this possibility allows its users to select an action, the belief would be developed from thoughts and knowledge of the subject. For social decision-making and action choices, the findings are consistent with the study by Natphon Piyasuwandej (Piyasuwandej 2010) and Rachaya Natthawaranon (Natthawaranon 2012), which found that people decided to buy lottery tickets because they wanted to get rich and improve their family status.

The results of the study on the differences between Thai and Korean lottery buying behaviors showed that there was a statistically significant difference at the .001 level in terms of prize money requirements, gambling preferences, belief in superstitions and sacred days, and factors related to festivals and important dates affecting the purchase decision. This is consistent with a study by Jungsun et al. (Jungsun, B et al. 2016), which concluded that regular gamblers are generally influenced by (1) the extent to which different types of gambling are available within their culture and (2) the attitudes and customs of their given cultures, including

cognitive and superstitious customs, which encourage or discourage involvement in gambling behavior. They also asserted that gamblers often have superstitious beliefs that they can influence the outcome of a chance event by following some given practice, such as utilizing lucky charms or rituals. Another study found that there is a correlation between feelings and emotions and the chance of winning the lottery. An environmental deterrent (ED) influences the behavior of a person with social factors. Social influences arise from the society that surrounds the person.

Recommendation

This research It is the collection of data using a questionnaire with a single side. For anyone interested in the aforementioned research studies, Using an interview form in addition to a questionnaire may require additional research instruments. Interviews are suitable for examining individual behaviors, attitudes, beliefs, values, and personality traits. to obtain more detailed information than through surveys This enables more precise and exhaustive data interpretation and analysis. According to the researcher, entrepreneurs could offer to generate more revenue in order to aid society. In order for Thai consumers to better comprehend the product However, if consumers were aware of the amount of money the lottery generates after deducting expenses, society would benefit more. It will increase the motivation for lottery purchasers and non-buyers to purchase additional lotteries. This is because fostering social consciousness will generate good consumer incentives. By providing yourself and others with incentives to purchase government lottery tickets, this money primarily supports social activities.

Limitations

Because of the fact that this research data was acquired via online questionnaires in conjunction with data collection during the severe coronavirus pandemic, This renders the data gathering constrained and incapable of collecting comprehensive information about the demands. For example The majority of responders were of school-age or working age, as they had greater access to communication tools and technology than those who did not. Those who are not technologically skilled will struggle to access this quiz.

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APPENDICES

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แบบสอบถาม

การศึกษาพฤติกรรมการซื้อสลากกินแบ่งรัฐบาล : กรณีศึกษาผู้บริโภคชาวไทยในกรุงเทพฯ และผู้บริโภคชาวเกาหลีในโซล โดยการเก็บข้อมูลแบบออนไลน์

(A STUDY ON GOVERNMENT LOTTERY BUYING BEHAVIOR : THE CASES OF THAI CONSUMERS IN BANGKOK AND KOREAN CONSUMERS IN SEOUL USING ONLINE QUESTIONNAIRE)

<u>คำชี้แจง</u>

แบบสอบถามชุดนี้เป็นส่วนหนึ่งของงานวิจัย เพื่อสำรวจปัจจัยที่มีผลต่อพฤติกรรมและการตัดสินใจในการซื้อลอตเตอรี่ของผู้บริโภคชาวไทยและเกาหลีใต้ ซึ่งคำตอบของทุกท่านจะถูกนำไปใช้ประโยชน์ด้านการศึกษาในภาพรวมเท่านั้น ไม่เจาะจงตัวบุคคล และผู้สัมภาษณ์จะไม่มีการสอบถามถึงชื่อ ที่อยู่ หรือข้อมูลใดที่เชื่อมโยงถึงตัวท่าน เพื่อเป็นการพิทักษ์สิทธิความเป็นส่วนตัวของผู้ตอบแบบสอบถาม ดังนั้น จึงใคร่ขอความร่วมมือจากท่าน กรุณาตอบแบบสอบถามให้สมบูรณ์ ข้อมูลทั้งหมดที่ท่านตอบจะมีประโยชน์อย่างยิ่งสาหรับการศึกษาในครั้งนี้

ผู้วิจัยขอขอบคุณที่ท่านให้ความร่วมมือในการตอบแบบสอบถาม

ผู้วิจัย

นางสาวกรกฎ ทองบริบูรณ์

นักศึกษาปริญญาโท ศิลปศาสตร์มหาบัณฑิต

สาขาวิชาเกาหลีศึกษา บัณฑิตวิทยาลัย

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<u>ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม</u>

1. เพศ

( ) 1.ชาย ( ) 2.หญิง

2. อายุ

( ) 20-25 ปี ( ) 26-35 ปี ( ) 36-45 ปี ( ) 46-55 ปี

( ) 56-65 ปี ( ) 65 ปีขึ้นไป

3. สถานภาพสมรส

( ) โสด ( ) สมรส ( ) หย่าร้าง ( ) หม้าย

4. ระดับการศึกษาที่สำเร็จชั้นสูงสุด

( ) ประถมศึกษา/ไม่ได้เรียน ( ) มัธยมต้น ( ) มัธยมปลาย/ปวช.

( ) ปวส./อนุปริญญา ( ) ปริญญาตรี ( ) ปริญญาโท/สูงกว่า

5.อาชีพ

( ) ข้าราชการ/รัฐวิสาหกิจ ( ) พนักงานบริษัทเอกชน

( ) ธุรกิจส่วนตัว/ผู้ประกอบการ ( ) อาชีพอิสระ อาทิ ทนายความ สถาปนิก

( ) ผู้ใช้แรงงาน/รับจ้างทั่วไป ( ) นักเรียน/นักศึกษา

( ) อาชีพพ่อบ้าน/อาชีพแม่บ้าน ( ) เกษียณอายุ

( ) ว่างงาน

6. รายได้ส่วนบุคคลเฉลี่ยต่อเดือน

( ) น้อยกว่า 5,000 บาท (less than 1,800,000 won)

( ) 5,001 – 15,000 บาท (1,800,001-2,400,000 won)

( ) 15,001 – 25,000 บาท (2,400,001-2,800,000 won)

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( ) 25,001 – 35,000 บาท (2,800,001-3,100,000 won)

( ) 35,001 – 45,000 บาท (3,100,001-3,500,000 won)

( ) 45,001 – 55,000 บาท (3,500,001-3,900,000 won)

( ) มากกว่า 55,001 บาท (3,900,001 won or more)

7. เขตที่พักอาศัย

ไทย ( ) กรุงเทพ ( ) อื่นๆ ระบุ .....

เกาหลี ( ) โซล

9.**ท่านซื้อสลากกินแบ่งรัฐบาลหรือไม่**

(หาก **ซื้อ** กรุณาทำเฉพาะตอนที่ 1และ **2** หาก **ไม่ซื้อ** กรุณาทำเฉพาะตอนที่ 1 และ **3)**

( ) ซื้อ ( ) ไม่ซื้อ (ข้ามไปตอนที่ 2**)**

8. ท่านใช้เงินประมาณเท่าใดในการซื้อแต่ละครั้ง

( ) ไม่เกิน 120 บาท ( ) 121-240 บาท ( ) 241-480 บาท

( ) 481-720 บาท ( ) 721-960 บาท ( ) 961-1,200 บาท

( ) มากกว่า 1,201 บาท

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9. บุคคลที่มีอิทธิพลต่อการตัดสินใจซื้อสลากกินแบ่งรัฐบาลของท่านคือใคร

( ) แฟน/คนรัก/สามี ( ) พ่อ/แม่/ลูก ( ) พี่/น้อง/ญาติ

( ) เพื่อน ( ) เพื่อนบ้าน/คนในละแวกที่พักอาศัย

( ) ดารานักร้อง เน็ตไอดอล

ตอนที่ 2 ปัจจัยที่มีผลต่อการซื้อสลากกินแบ่งรัฐบาล (สำหรับ <u>ผู้ซื้อ</u> สลากกินแบ่งรัฐบาล)

<u>คำชี้แจง</u> โปรดทำเครื่องหมาย / ลงในช่องว่างตามความคิดเห็นของท่าน **(เพียงคำตอบเดียวเท่านั้น)**

ปัจจัยที่มีผลต่อการตัดสินใจซื้อสลากกินแบ่งรัฐบาล	**ระดับความสำคัญ**				
	มากที่สุด (5)	**มาก (4)**	**ปานกลาง (3)**	**น้อย (2)**	**น้อยที่สุด (1)**
<u>ปัจจัยด้านสังคมและวัฒนธรรม</u>					
1. ต้องการเงินรางวัล					
2. ชื่นชอบการเสี่ยงโชค					
3. ซื้อตามคนรอบข้าง					
4. ซื้อเพราะความเคยชิน					
5. สำนักงานสลากฯ นำเงินจากการจำหน่ายไปช่วยเหลือสังคม					
6. เชื่อในเรื่องโชคลางและสิ่งศักดิ์สิทธิ์					
7. เทศกาล/วันสำคัญต่างๆ มีผลต่อการตัดสินใจซื้อ					
8. เป็นของกำนัลในโอกาสพิเศษต่างๆ เช่น งานเลี้ยงปีใหม่					
9. ผู้ซื้อมีความเชื่อว่าจะถูกรางวัลในการซื้อแต่ละครั้ง					

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ตอนที่ 3 ปัจจัยที่มีผลต่อการไม่ซื้อสลากกินแบ่งรัฐบาล (สำหรับผู้ที่ <u>ไม่ซื้อ</u> สลากกินแบ่งรัฐบาล)

<u>คำชี้แจง</u> โปรดทำเครื่องหมาย / ลงในช่องว่างตามความคิดเห็นของท่าน **(เพียงคำตอบเดียวเท่านั้น)**

ปัจจัยที่มีผลต่อการตัดสินใจซื้อสลากกินแบ่งรัฐบาล	**ระดับความสำคัญ**				
	มากที่สุด (5)	**มาก (4)**	**ปานกลาง (3)**	**น้อย (2)**	**น้อยที่สุด (1)**
<u>ปัจจัยด้านสังคมและวัฒนธรรม</u>					
1. ไม่ชอบเสี่ยงโชค					
2. สนใจในการลงทุนด้านอื่นๆมากกว่า เช่น หุ้น พันธบัตร					
3. ไม่มีความเชื่อในเรื่องเลขเด็ด/เลขดัง					
4. มีทัศนคติด้านลบต่อการดำเนินงานของสำนักงานสลากฯ					
5. มีความชื่นชอบการเสี่ยงโชคประเภทอื่นมากกว่า					
6. บุคคลรอบๆตัวไม่ซื้อจึงไม่มีความต้องการซื้อ					
7. การซื้อสลากกินแบ่งรัฐบาลมีโอกาสจะถูกรางวัลน้อย					
8. การซื้อสลากกินแบ่งรัฐบาลก่อให้เกิดการซื้อที่เพิ่มขึ้นในงวดถัดไป					
9. การซื้อสลากกินแบ่งรัฐบาลจะนำไปสู่การพนันชนิดอื่นๆ					

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